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EDITOR'S COLUMN

Let me be the first to say it: we have a tough act to follow. Responses to the Bulletin questionnaire indicate that most of you were very pleased with last year's product. This year's committee hopes to continue to produce an enjoyable, informative, and timely Bulletin.

We are continuing most of the features of last year's Bulletin: reports of Chapter meetings and tours, the Kaleidoscope column, library profiles. We've dropped the Great Biblio because there was very little response last year, and you can't write a Cute Reference Question column if no one sends in Cute Reference Questions.

We are adding profiles of Association members. In this issue, we profile Pat Molholt, Association president and speaker at the first Chapter meeting. Because there will be no Chapter Directory this year, we are reinstating the Directory Changes that have appeared in earlier volumes. You may want to clip these and add them to your 1983-84 directory. We're also adding book reviews. We think Chapter members are interested not only in books about the profession, but also about management in general. If you've read a book you'd like to see reviewed, or if you'd like to review one yourself, contact Jay Smith (622-2068).

Although some disagreed, most readers found Gary Handman's cartoons one of the highlights of last year's Bulletin. Threatened with responsibility for my total professional ostracism, Gary has consented to amuse us once again, but on a somewhat smaller scale. We're delighted to showcase his talents again this year and would also welcome artistic contributions from anyone who wants to help.

Further in the graphics department, our thanks to Meg Dawson for permission to use her cover design again this year.

The Bulletin committee welcomes

and encourages your participation. If you have information about upcoming events, contact Donna Martinez (622-6040). Call Dorothy Paulsen (839-7302) with tidbits for Kaleidoscope. If you'd like to write up a meeting or library tour, call Elena Herdman (894-3803). And of course, letters to the editor are always welcome.

--Elyse Eisner

PRESIDENT'S MESSAGE

I am looking forward with enthusiasm to the coming year. Judging from the committee meetings I have attended so far, I am sure it will be an interesting and rewarding one.

Once again this year we will participate in a number of joint activities with the San Andreas Chapter. Our first meeting is one such example. We continue to share the Jobline which, for the next two years, will be handled by our chapter. Due to financial constraints, however, we will not be issuing a new Directory this year but will, instead, include changes in the Bulletin so that you can update the existing Directory.

The beginning of our year coincides with the publication of the chapter-sponsored book, Position Description in Special Libraries, edited by Barbara Ivantcho (New York: Special Libraries Association, 1983. \$16.75). In a time when we are often pressed to explain, or even justify, exactly what it is we do, I think this publication should prove extremely useful and well worth the effort involved in its creation.

I am coming more and more to realize that the benefits of membership increase proportionately with involvement in the association, and so I do want to encourage any of you considering more active participation to contact me or any of the people listed on the roster.

--Miriam Ciochon

YEAR-END CHAPTER DINNER MEETING

The last SLA San Francisco Chapter dinner meeting was held May 24 at the Electric Underground in San Francisco. Stewart Brand, publisher of the Whole Earth Catalog, presented his views on the "Hunting, Killing and Eating of Information." He was accompanied by Patti Phelan of the Planetree Health Resource Center, a health information center that combines information referral with a bookstore in the areas of health and medicine.

Brand views information from a different perspective than most special librarians or information specialists. He suggested that libraries venture into operating bookstores as one way of making information more available to the public. This indeed could be a way for financially troubled public libraries to support the revenue-draining information services that traditionally rely on property tax money.

Brand waxed enthusiastic about personal computers and the Whole Earth Computer Catalog. A lively discussion ensued on the possible anti-social development of adolescents who may be so enamored of computer games and programming that they do not develop human communication skills. Stewart Brand countered that the networking of computer hobbyists indeed encouraged human interaction. He expanded on his concept behind the Whole Earth Computer Catalog. By publicizing the availability of software, he hopes to increase the sharing of information resources.

Reactions from those attending the dinner meeting ranged from disappointment to enthusiasm. Those who were disappointed, including this reporter, felt that Brand was so taken with computers as a method of information dissemination, that he overlooked the necessity of organization of information in order to effectively retrieve it. Others felt that Mr. Brand's enthusiasm was inspiring and pointed out that the

year-end dinner speaker is usually a celebrity and should be entertaining rather than educational. Viewed in this light, Mr. Brand's vision of information does indeed present information specialists and database administrators with a different perspective.

--Elena Herdman



EXECUTIVE BOARD MEETS FOR TRANSITION

The last meeting of the outgoing Executive board was held May 18. Election results were announced: President-Elect, David Lewallen; Director, Seyem Petrites; Treasurer, Ginette Polak.

The Board approved a proposal to restructure the Director's position. The Director will be elected for a two-year term. During the first year, the Director will serve as assistant Program Chair, with any other duties to be determined by the Board. In the second year, the Director assumes the position of Program Chair. The Hospitality Chair will be appointed by the President.

San Francisco was discussed as a site for the 1992 Association conference. No action was taken, but San Francisco has since been chosen as the 1992 site.

The Treasurer announced that the bill received for the Directory was in line with previous cost estimates. Also, the Education Committee's workshop on records management netted the chapter about \$730.

On July 31, the outgoing Executive Board and Advisory Council met with the new at the home of Miriam Ciochon. Angie Brunton stated that Chapter funds are still low, the Directory having required additional funds from the reserve account. Having no Directory this year should improve the financial picture, however.

Elaine Zacher introduced herself as Jobline coordinator for the next two years. The new Jobline number will be (415) 339-9541. To list positions, call (415) 271-4357 Monday through Friday, 8:00 to 5:00.

Dian Gillmar distributed revised procedures manuals to the incoming Committee chairs.

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SLA PRESIDENT LOOKS TO FUTURE

NEW YORK, July 29--Pat Molholt, Associate Director of Libraries, Rensselaer Polytechnic Institute, Troy N.Y., took office as President of the Special Libraries Association at the annual business meeting held in June in New Orleans at the 74th Annual Conference.

In her inaugural address she stated, "Ours is a vitally needed profession, particularly now when the ability to deal mechanically with information is threatening to hide the fact that access and use are still human, intellectual operations. Our users confront an avalanche of information with tools and habits barely adequate to the printed card catalog era. Yet it is their access to the information they need on which our budgets, gadgets, and ultimately, our jobs depend." Ms. Molholt added, "...we belong to a profession that has grown used to meager rewards and recognition. This can and must change...that will mean moving out of the library and into the laboratories and offices of those seeking information."

David R. Bender, Executive Director of the Association, delivered his "state of the association" address at the business meeting. "It is one of our primary goals to insure that libraries and information centers, and the people who run them, are recognized not only by the people who fund them and use them...top and middle management...but also, the general public," Dr. Bender said. "It is our aim to present and expand the image of our profession."

Dr. David R. Bender, Executive Director of Special Libraries Association, has announced the completion of the reorganization of the New York office staff as approved by the Board of Directors in June 1982.

Four new professional positions were created, three of which replaced existing professional positions. The reorganization places the functions of Information Services, Program Services and Administrative Services under the administration of the directors and establishes a Public Relations program as a permanent Association activity, to be headed by a Communications Specialist.

In October of 1982, Richard D. Battaglia joined the SLA staff. As Director of Program Services, he supervises conference arrangements, professional development activities, and membership services.

In March, Dr. Bender announced the promotion of Nancy M. Viggiano to Director of Information Services. Martha Johnson was appointed to the staff in April as the Specialist for Communications. In May, Thomas W. Carlton was promoted to Director of Administrative Services.

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PROFILE: PAT MOHOLT

Busy Pat Molholt was unavailable for interviewing for this profile. She was in London, en route to Munich to deliver a paper to the International Federation of Library Associations. She maintains what to many would be a grueling schedule: full-time job, adjunct lecturer, officer in professional associations, consultant, co-director of a research project, and author. In her spare time, she enjoys needlepoint, sewing, baking and classical music.

Since 1978, Pat Molholt has been Associate Director of Libraries at Rensselaer Polytechnic Institute in Troy, New York. She is responsible for all library automation, supervises a staff of 44 and monitors budgets of \$1.5 million. She also serves as adjunct lecturer at the School of Library and Information Science at the State University of New York, Albany. Before moving to New York, Pat worked in various libraries within the University of Wisconsin system, followed by a year at the University of Wyoming as assistant professor and director of the Science and Technology Library. Her B.S. in philosophy and English, her M.L.S., and her post-master's degree were all earned at the University of Wisconsin, Madison. She also attended the University of Munich for two terms before entering library school.

In addition to serving as SLA president this year, Pat is also secretary of the Standing Committee on Scientific and Technical Libraries, IFLA, and a consulting member of the International Astronomical Union Commission 5 (Documentation). Her current research project is a continuation of the Art and Architecture Thesaurus funded through the J. Paul Getty Trust; she is co-director of the project. She has written several articles for professional journals, the most recent entitled "Seventy-Five Years of Service," published in the July 1983 issue of Special Libraries.

She has been listed in Who's Who in American Women since 1978.

It is something of a coup for the San Francisco Chapter to have Pat Molholt as our first dinner speaker this year, and we can look forward to a fascinating evening.

--Fran Brunet

MEETING ON "CALIFORNIA LIBRARIES IN THE 1980s: STRATEGIES FOR SERVICE"

"California Libraries in the 1980s: Strategies for Service" was distributed in final form in January and presented at Chapter meetings in the spring.

It is now time to begin to build on the recommendations in this "Master Plan." With that in mind, Gary Strong, the State Librarian, has called a meeting of the new Steering Committee for Sept. 28, 1983. The California SLA Chapters will be represented by me and Dr. William Fisher from UCLA's Graduate School of Library and Information Science.

Eight objectives in the plan entail special library participation. It is important that we take an active part in implementing the plan so that it reflects the concerns of special librarians and so that we benefit from the efforts of other types of libraries in promoting information service in California.

I will report to you in the next issue of the Bulletin on the Sept. 28th meeting. In the meantime, if you have specific ideas on how the objectives can be implemented or wish to discuss the document generally with me, please contact me either by phone or letter.

--Dian Gillmar

SLA ANNOUNCES SCHOLARSHIPS

Four scholarships have been announced for the 1984/85 academic year. Two of these are for graduate study leading toward a master's degree in library or information science, two for doctoral study.

Up to two \$5000 SLA Scholarships will be awarded to college graduates or college seniors interested in a career in special librarianship. Applications may be requested from the Scholarship Committee.

The Positive Action Program for Minority Groups Committee is offering up to two stipends of \$2500 for one semester or one quarter of graduate study leading toward a master's degree. Minority college seniors, college graduates, and enrolled library school students may apply.

The Plenum Scholarship is a \$1000 award sponsored by Plenum Publishing Corp. Applicants must have their dissertation topics already approved. Applications are available from the Plenum Scholarship Committee.

The Institute for Scientific Information is sponsoring a \$1000 scholarship for beginning doctoral candidates who have been accepted into an accredited program. For applications, write to the ISI Scholarship Committee.

Applicants for all scholarships must be citizens of the U.S. or Canada with financial need. All applications must be received by October 15, 1983. Awards will be announced in May 1984.

For application forms and further information, write to the appropriate committee at the following address:

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MEMBERSHIP SURVEY BRINGS FEW SURPRISES

The average San Francisco Bay region Chapter member last year attended 2-5 meetings, preferred the Engineers Club as a meeting place, and found the presentation on personal computers the most interesting topic covered at a Chapter meeting last year. S/he thinks the BULLETIN should be issued 5 times per year and really does like those meeting summaries.

Questionnaires were distributed in early May. A total of 172 questionnaires were returned, with their results going to the BULLETIN, Program, and Hospitality Committees. These results should help us all in planning for 1983/1984 Chapter activities.

Most people (71) who did not attend meetings regularly gave the

distance to meetings as their reason, although nearly as many (66) stayed away because programs were not applicable. About 60% of respondents want to continue having dinner before the program. Meeting places provided the most controversy--56 people want to return to the New Pisa restaurant, 13 don't, and 14 listed it as their favorite restaurant!

Many members took the added time to add personal comments to the Chapter survey. These ranged from cryptic and understated notes ("Had a baby so I don't have much time now.") to long letters full of good suggestions for the Chapter. The recommendations for new restaurants to try and for possible program topics will keep the Hospitality and Program Committees busy all year. For all of you who took the time to fill out our questionnaire, thank you.

--Daniel Krummes

Document Retrieval

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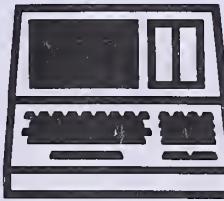
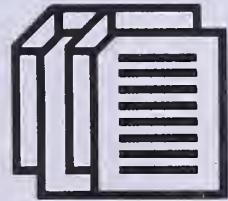
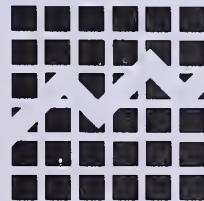
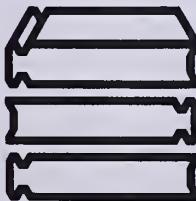
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FOR THE RECORD: WHAT LIBRARIANS NEED TO KNOW ABOUT RECORDS MANAGEMENT

On a beautiful spring day in early May, approximately 70 librarians, records managers and persons of all persuasions gathered at the Grosvenor Airport Inn to find out what indeed librarians need to know about records management. Michael Buckland, Dean of the School of Library and Information Studies and the University of California, Berkeley, convened the workshop with an introduction to "Information Land" of the '80s.

Afton Crooks, University of California, and Gail Pennix, Lockheed Missiles and Space Co., got down to the nitty-gritty of records management: what is a record? what is records management? why are records valuable? which are, which aren't? what is a viable records retention and disposition policy and how does a records manager implement one? Ms. Pennix also described various micrographic capabilities for records storage, and Ms. Crooks addressed the realm of privacy of information and the legal aspects of records retention and access.

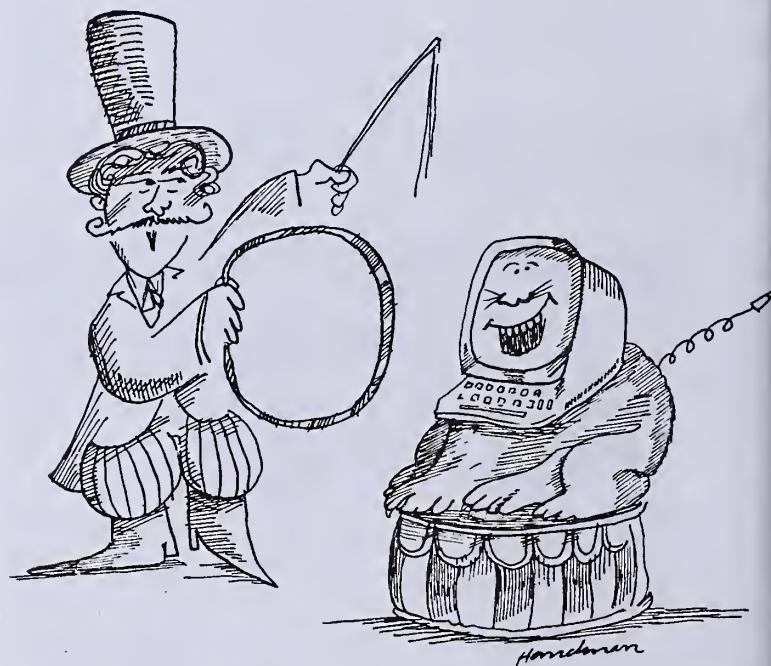
Marti Fischer, Records Manager at U.S. Leasing Corp., and Hollis Hammond, Sohio Petroleum Co., discussed records management via word processing. Both stressed the importance of looking at the kind of record being stored in order to determine the appropriate type of non-paper storage and access. They recommended assessing in-house equipment which might be applicable before investing in a new and possibly incompatible system. They also emphasized the importance of determining user needs, frequency and immediacy of use, format needed and delivery systems. Both speakers reiterated Murphy's primary law: anything that can go wrong, will go wrong!

Suzanne Burwasser, Sohio Petroleum Co., delivered a rousing wind-up to the day's proceedings. The librarian as records manager

signifies the movement toward the integration of information services within the corporation. The librarian/records manager must be aware of what information/records the corporation perceives to be important and concentrate effort on managing and delivering relevant information efficiently. Ms. Burwasser exhorted the assembly to "plan a little, push a little" to promote the information functions for which we are responsible. There was also something about rutabagas--but I can't remember what it was.

This was a thoroughly informative day, thanks to speakers willing to share their experiences and expertise. That's what special librarians are all about--records managers, too!

--Terry Dean



NEW JOBLINE NUMBER

The San Francisco and San Andreas jobline has a new number. To find out about available jobs, call (415) 339-9541. To list a position, contact Elaine Zacher at (415) 271-4357.

BOOK REVIEW

The Hidden Agenda: Recognizing What Really Matters at Work, by Priscilla Elfrey, Wiley, 1983. \$16.95. 208 p.

As managers, we strive for a sense of order and accomplishment in our work. Yet it often eludes us, writes management consultant Priscilla Elfrey, because of rapid change, complex problems, and continual distractions. The way to stay in control is to practice clear thinking: setting goals, eliminating the distractions, and keeping "the main event" always in mind.

Elfrey, currently Executive Development Officer for NASA, offers authentic information about management and the workplace in this helpful book. Basically practical in her approach, she does not allow her knowledge of management theory and psychology to intrude upon her presentation. The result is well-organized, pithy, and direct, illustrated with numerous examples and quotations.

The Hidden Agenda is not a book on beating the system. As Elfrey says, she is writing about leadership and ways of getting the job done, not "how to use less than desirable tactics to get ahead." She is also writing about accomplishing personal goals, self-assessment, and career development. An advocate of discipline and planning, she clearly believes these should not be ends in themselves. Career development is an individual's own responsibility, primarily because the organization cannot be trusted to take care of it very well. In what sounds like a word of warning to librarians, she remarks, "Serving splendidly is not rewarded; serving splendidly is the reward."

If you are ordering for a business library, this book should definitely be on the shelf; and I'd recommend a personal copy for the librarian's desk.



FHLB, SIERRA CLUB OFFER NEW PUBLICATIONS

The second edition of A Basic Library for Savings Institutions has been published jointly by the Federal Home Loan Banks of San Francisco and Seattle. The 22-page booklet offers brief descriptions of some 115 books and journals pertinent to the thrift industry. It can be used to establish a savings institution library, update the collection of an existing one, or select publications on a specific topic. Copies of the publication are available free and may be obtained from the Public Information Department, Federal Home Loan Bank of San Francisco, P.O. Box 7948, San Francisco, CA 94120.

Founded in 1892, the Sierra Club library has a unique collection of over 300 mountaineering, conservation, grass roots and environmental law periodicals of national and international origin. The 83-page Sierra Club Periodicals Holdings List (\$6) is arranged alphabetically with cross-references. Each entry includes at least one of thirty subject descriptors, such as water, land use, wilderness, wildlife, forestry and mountaineering. For quick access there are both an "Alphabetical Listing of Titles" and a "Subject Listing of Titles." Order from the Sierra Club Library, 530 Bush St., San Francisco, CA 94108.

--Jay Smith

Corrections should be made quickly, especially when columnists do not give full credit to office holders. So, my apologies to Monica Ertel, Apple Computer, for dropping her name from the May/June BULLETIN and giving her position of Secretary/Treasurer of the Engineering Division to Peggy Green, Stanford's Swain Library, who is really the Secretary of the Chemistry Division.

Fran Brunet, Esherick Homsey Dodge & Davis, will be the new head of the Bechtel Power Corp. Library as of Sept. 26th.

Rebecka Snell has left Sohio Petroleum to become Administrator for Records at Hewlett-Packard, replacing Joyce Sayed who has moved to Santa Rosa with her transferred husband.

Helen Tseng is the new assistant librarian at Earthquake Engineering Research Center. She was formerly a consulting librarian at EBG Library Consultants in Los Altos.

Nancy Warnke, Cooley Godward Castro Huddleson & Tatum, and Jim Lewis were married on May 13th. Dorothy Paulsen, formerly Utah International, and Mark Stewart were married on August 19th in Berkeley. Congratulations to both couples!

MaryAnn Whitney, Standard Oil of California, and husband Stephen are the proud parents of Jessica Martha who was born June 16th at Kaiser Hospital in Oakland. All three are doing well.

Joan Rosasco-Schopf, formerly at Bechtel, and husband Cliff are the parents of Eric August who was born March 16th at Children's Hospital in San Francisco. Since leaving Bechtel in 1980, Joan has lived in Toronto, Canada; Bogota, Colombia; and Melbourne, Australia. In Melbourne, Joan was a library consultant for Triad Information Management.

Jo Caporaso, formerly with Bank of America's Tax Library, is the new assistant librarian at McCutcheon, Doyle, Brown, and Enerson.

Eileen Norris has moved from Graham & James and is now at Farrel-la Braun & Martel.

Paul North left Acurex and is

the new reference/cataloging librarian at Wells Fargo Bank.

Margaret Bell has left General Foods Technical Center at Tarrytown, New York, to become chief cataloger at Chevron Research Company. She and Connie Riley, also at Chevron, had an article published in the May issue of ONLINE. It was entitled "How to sponsor an online equipment fair: survival guide for online users groups."

Libby Trudell, formerly with CLASS, is the new Marketing Manager for Dialog.

Celine Walker, on a year's leave from Stanford, is the Senior Systems Officer for the United Nations in Geneva, Switzerland. The position is one especially created for her.

Sue Dyer has left Thelen, Martin, Johnson & Bridges and will be updating a publication entitled Manual of Procedures for Private Law Libraries which was written in 1966 by Elizabeth Finley. It will be published by the American Association of Law Libraries. After her writing stint, Sue will spend some time traveling in Australia, New Zealand, Tahiti, and Hawaii. Marlene Weicht is now in charge of Thelen's library.

Former NASA/Ames Research Center librarian Diana Brown is the author of a new romantic novel, The Sandalwood Fan. It is her fifth. Her sixth book will be published in the spring of 1984 by St. Martin's Press. It is tentatively entitled The Hand of a Woman and is about a woman who becomes a nun and a doctor in the post-Civil War South. Diana says that the Muse is currently sitting on her shoulder and helping with yet another novel.

Monica Ertel has authored "Apples in the Apple Library--how one library took a byte" which was published in the March issue of ONLINE.

Mercedes Dumla and Sherry Cook Bechtel Data Processing Library, co-authored "Cataloging software" which was published in the July issue of SPECIAL LIBRARIES.

--Marie Tilson

LIBRARIANS INVADE FRENCH QUARTER

This version of what the Annual Conference in New Orleans was about will remind you of the fable, "The Blind Men and the Elephant." The elephant's trunk which you see me holding will be transformed into a portmanteau out of which I will grab some memories.

The People. Miriam Ciochon was there. We had dinner "together" (in a group of 14). I remember people I had dinner with, I focus well on food! Since New Orleans offered so much in the way of good food, I doubt that anyone came away from the conference without a few extra pounds and a stunned stomach.

I remember waving or nodding to people in hallways and across meeting rooms--people from our Chapter who somehow looked a little different because the surroundings had changed. I remember watching Aileen Donovan leading a "round table" discussion and thinking that here's a person who works in the same company with me, but what a change in perspective to get to see and hear her in a different professional setting. A big part of a conference is the chance to be excited for and by one's colleagues.

The Exhibits. The exhibits were the best they have been in living memory (keep in mind that my long-term memory is highly selective!). SLA conference staff had installed carpeting so that one's feet and legs didn't give up quite so soon. The hall was big, airy and well-lighted. There seemed to be a good spread of products and services, from clerical supplies to databases and electronic mail. There were some publishers as well. The attendance seemed to be good the two or three times I strolled through.

The Fund Raiser. The music and entertainers were wonderful. What food I obtained wasn't bad; the food service was impossible. So I had a hot dog and danced a lot. Never mind, New Orleans music is like the food--bountiful and good.

The Scholarship Event. The head



tables on the dais were beautifully decorated. Ron Copelan looked absolutely splendid in a white dinner jacket with a shawl collar (anyone else old enough to remember those?). It's wonderful to be part of the ceremony where we recognize and reward one another--brings a feeling of shared commitment. It is also wonderful how the passing of a few hours and the imbibing of a few alcoholic calories can make a whole group almost think they know what's meant by the in-group jokes from the podium.

The General Session. I only went to two. Two very nice people said complimentary things about librarians and said little about whatever already-very-general topic was being discussed.

The Annual Meeting. Members of the Board seem to repeat one another, and most of them said the same thing. Pat Molholt's speech was curiously dispassionate on a topic that has got to be a hot one--

getting our professional act together and actually getting it on the road. She called for us to take risks; she spoke to a not-very-filled auditorium.

The Problem. You see, the problem was that I wasn't really at the Conference. I shared responsibility for my Division's program, so I was in the conference rather than at it. Exhaustion--exhaustion is a lot of what I remember. Who would have expected three dozen people trying to wedge into a division suite on a rainy Monday morning (just a little more humid than normal for New Orleans) at 8 a.m.? Or that the Division business meeting would get rolling along so well discussing focus and purpose and goals that people would ask for a longer business meeting next time? Five a.m. to midnight gets to you after a while!

It was... It's the people and the discussions that really make the Conference. It's the "Hi, I haven't seen you in an age!" or, "I've seen your name and now I have a face to put to it." Or the person whose name or face you've never seen before but won't forget--or will forget. It's talking with a great gal from Toronto whose been doing some software customizing that's really interesting. Or the fellow from Houston who told us all the raunchy jokes at the back of the bus on the field trip. It's meeting the crazy consultant from L.A. who will be a wonderful contact and meeting the nut-cases from New York whom you can call on for next year's conference.

It's the heat, the hours, the food, the pace, the people, the mind-set, the conversation, the commitment--the profession and being part of it. Yes, I guess that's what it was.

--Suzanne Burwasser

DUPLICATE EXCHANGE

The Duplicate Exchange is a forum for both giveaways and "wants." Please send your list to Duplicate Exchange chair Mary Anne Hoopes at the Library, Clorox Technical Center, P.O. Box 493, Pleasanton CA 94566, or phone 847-6343.

Heidrick and Struggles has the following to give away: Hambro Euro-money Directory 1981; Electronic News Financial Fact Book 1981; Post's Pulp and Paper Directory 1977; Municipal Year Book 1978; Directory of Top Computer Executives 1981; Keystone Coal Industry Manual 1977; Standard Directory of Advertisers 1982; Who's Who in the West 1980-81; Who's Who in Finance and Industry 1979-80. Contact Deborah Doyle at (415) 981-2854.

--Glorianne Wong-Jacuzzi

The advertisement features a circular logo for "McGREGOR MAGAZINE AGENCY" with "Our Fiftieth Year" in the center. The years "1933-1983" are at the bottom. A large "50" is in the center, with "MCGREGOR" below it. The text "MOUNT MORRIS, ILLINOIS 61054" is at the bottom. Below the logo, the text "MCGREGOR Magazine Agency" is written in a stylized font. The address "MOUNT MORRIS, ILLINOIS 61054" and phone number "815/734-4183" are listed. A section titled "DISCOVER McGregor" with the tagline "Where Customers Are Names—Not Numbers" is followed by a list of services. At the bottom, a paragraph describes the "Personalized" Subscription Service since 1933, and a final paragraph encourages readers to contact the agency.

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AN EXHIBITOR IN NEW ORLEANS

Arriving in New Orleans from the Bay Area brought back immediately all of those memories of East Coast summers. Hot, humid, and--unlike any other place I had ever been--a strange American South/European Continental feeling. Actually a most pleasant combination.

Sunday morning, 9 AM, off to the Jevigate Exhibit Hall to set up our exhibit and get ready for (we hoped) a great flood of librarians. It's a little strange in the exhibit hall at first, one must get used to where things are--the services, the food--and remember the shortest way back to the booth. But it soon falls into place; in fact, after four days, it seems like home! A high point in most conventions, and certainly of SLA New Orleans, was the Exhibitors Reception held on opening day. Invariably the hall is crowded and the first real feeling of activity takes hold.

A pattern soon developed for exhibits in New Orleans: busy in the morning with afternoons spent "getting to know your neighbor." Even though I, too, am a librarian I'm always surprised at just how many of the exhibitors are (or were) librarians. It's a good time to learn more about where to eat--in New Orleans THE major topic (after the program itself of course)--and to have a chance to see clients one has been wanting to talk with, or even meet a person for the first time.

Exhibitors, of course, learn about what happened at most meetings second-hand. Fortunately we were able to get breaks from our booth and catch at least parts of meetings--in one case to learn that the art of reading would "die with the generation attending this conference," a most unsettling prophecy. It must be said, though, that future technologies (and present as well) were very much on the minds of the planners and attendees, not to mention exhibitors, at the New Orleans Conference.

A short four days, numerous

wonderful meals (remember K-Pauls?), evening "open house" get-togethers, and general "tourist indulgences" later, it's all over. The exhibit hall is nearly empty in less than an hour, the exhibits packed and the exhibitors on the way to the airport. Those of us lucky enough (or with enough vacation available) could stay a few more days before having to leave a most seductive city.

--Barry W. Champany
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CALENDAR

SEPTEMBER 1983

17-21 Library and Information Technology Association National Conference, "Information and Technology: At the Crossroads," Baltimore, MD. Contact: LITA, 50 East Huron St., Chicago, IL 60611.

19 CLASS RLIN Search-Only Training Session, 9 a.m.-4 p.m., San Jose. Contact: CLASS, 1415 Koll Circle, Suite 101, San Jose, CA 95112, 408/289-1756.

22 SLA San Francisco Bay Region and San Andreas Chapters Joint Meeting, Dunfey Hotel, San Mateo. Contact: Bill Van Niekerken, 408/920-5346.

23 Energy Librarians of the Bay Area Meeting. Peninsula Conservation Center Library, Palo Alto. 10 a.m.-11:30 a.m. Contact: Martha Liles, Systems Control Inc., 1801 Page Mill Rd., Palo Alto, CA 94304, 415/494-1165 x1326.

23 Northern California Association of Law Libraries, Fall Business Meeting/Reception, San Francisco. Contact: Liza Nicholson, 415-393-2198.

28- Oct. 1 AALL Western Pacific Chapter Meeting, "Canadian Legal Research," Spokane, WA. Contact: R. Scott Wrenn, Idaho State Law Library, 208/334-3316.

OCTOBER 1983

3-6 ARMA Annual Conference, "The Emerging Information Economy," Cincinnati, OH. Contact: ARMA Conference 1983, P.O. Box 8540, Prairie Village, KS 66208, 913/341-3808.

6 Northern California and Nevada Medical Library Group meeting, UC San Francisco. Contact: Charleen Kubota, UC Berkeley Public Health Library, 415/533-1877.

10-12 Online '83, "New Online Horizons...the Software Connection," Chicago, IL. Contact: Jean-Paul Emard, 203/227-8966.

16-20 ASIS Annual Meeting, Washington, D.C. Contact: ASIS, 202/659-3644.

21 CLA Forum Meeting, Co-sponsored by AWLNET and CSLMA, "Library Applications of Micro Computers," Tulare, CA. Contact: Christy Stanley, 805/833-3174.

NOVEMBER 1983

7 Northern California and Nevada Medical Library Group meeting, Max's Son, Daly City. Contact: Charleen Kubota, UC Berkeley Public Health Library, 415/533-1877.

17 Northern California Association of Law Libraries, Annual Workshops, Napa, CA. Topics and registration information to be announced at a later date.

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BULLETIN BULLETIN



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 Special Libraries Association

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LETTERS TO THE EDITOR

Dear Elyse,

One of the best things about holding the office of Chair Elect of the SLA Chapter Cabinet is receiving all of the Chapter Bulletins. Your September/October issue was excellent with the articles and notices both informative and well written.

Congratulations.

Cordially,
James M. Matarazzo
Chair Elect
Chapter Cabinet

Thank you, Jim! The Bulletin committee worked hard and anxiously on the first issue, and we all appreciate the response to it. Praise is especially welcome, though, from my first employer!

Elyse

CALIFORNIA LIBRARIES IN THE 1980s: STRATEGIES FOR SERVICE

The Steering Committee for implementing goals and objectives in California Libraries in the 1980s met September 28. The group of 22 representatives of different library groups decided to reconstitute itself as the California Library Services Task Force called for in the Strategies. After a report by Gary Strong, State Librarian, on the progress that the State Library is making in its implementation activities, we divided into small groups to select objectives which our organizations could begin to research in order to make recommendations for implementation by February 1.

Bill Fisher, the other SLA representative, and I met with repre-

sentatives from the Medical Library Group and the California Association of Law Libraries. We chose objectives 11 and 13 for implementation. They are:

Objective 11: All libraries and information agencies, including academic, school and special libraries and commercial information services, will work with each other to develop resource-sharing agreements. They will notify their communities of any such agreements;

Objective 13: Each library and professional organization, including academic, public school, and special libraries and other information agencies, will identify legal obstacles to cooperation and make recommendations for appropriate legislation.

We need your thoughts on these items. Data collection is part of the implementation phase, so situations where legal obstacles exist or where resource-sharing agreements have been reached among libraries who previously had none, etc., are all worthy of contribution.

Please call me if you have information on how situations can be improved for cooperation and resource sharing.

The Task Force will meet in May 1984 to review our progress and adopt plans to further implement the Strategies.

--Dian Gillmar
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BAY AREA LIBRARY AUTOMATION SURVEY

In June, Bank of America librarians Marydee Ojala and Jeannette Glynn sent out a questionnaire on library automation to over 400 libraries in the Bay Area. The names were taken from several sources so that libraries of all types--public, academic, and special--would be represented. The survey was designed to find out who was automating what library functions with which pieces of hardware and software. An extensive area for comments was also provided.

We received 165 usable responses. Many of these were blank forms with notes saying that the libraries had plans for automation but had not yet automated anything, summed up by one comment "many plans, no money." There were 99 responses, which reported on automation projects and accomplishments. These 99 are tabulated in the complete report.

The final report was compiled in a matrix format using a Commodore 64 microcomputer, a VIC 1525 graphic printer and Easy Calc Result (Handick Software). Little editing was done on what libraries reported, for fear of distorting the data. For example, under Interlibrary Loan, some libraries reported using 'OnTyme' and some said 'CLASS.' Although we thought these were equivalent, we did not alter the actual reporting terms used.

The questionnaire asked for information on acquisitions, circulation, cataloging, serials, reference, ILL, SDI, routing and other. Only 7 respondents indicated SDI automation and only 22 had automated routing. Most highly automated were cataloging and circulation. Under reference, almost no downloading was reported, but several libraries have developed internal databases for company documents and technical reports.

As expected with a multi-type survey of this kind, differences exist among the scope of automation projects. Public and academic libraries are much more likely to use OCLC or RLIN for cataloging than are specials. Nor is it surprising that

Hewlett-Packard's library uses H-P hardware and Tandem equipment. Interesting to note was the number of libraries which had developed software in-house. Defying categorization are the comments from respondents. The favorite comment: "Be prepared for budgetary overload 'cause there's always something else that will make it better/faster/etc. Having a micro is like having a Barbie doll." Then there was the comment on using OCLC in dial-up mode with a TI Silent 700: "Whoopee! It all works!" A sign of the times was the library which reported its 'spine label production' program was "programmed by our 16-year-old aide."

Many libraries used the comments section to further describe the software they were using. For example, several libraries reported using dBaseII for applications, and one indicated problems with its use. Another repeated comment was that the library shared hardware with another department, and the other department had made the decision to acquire, leaving the library to cope as best it could with what was provided. Integrated library systems appear to be in short supply, DTI Data Trek being the only one cited.

Several libraries sent out pleas for help and/or for information. Two libraries want to know how other libraries justified automation. Another is seeking a commercial library software package which will work on a DEC VAX 11/750 with UNIX operating system. Other people mentioned the possibility of starting a microcomputer users group. Help on managing the changeover from manual to automated acquisitions and cataloging was requested. Another library is looking at BASIS, but feels the price is too high. Does anyone know if several libraries could network and share such a system? Marydee Ojala will act as a clearinghouse for any information which can be provided on these questions and concerns.

The complete report on the survey results will be mailed this month to all respondents. Anyone who did not respond, but would like a copy can get one for \$4.00 (to cover

postage and handling) from Marydee Ojala, Bank of America Research Library & Information Center #3405, P.O. Box 37000, San Francisco, CA 94137. Questions can be directed to her at 415/622-2068.

--Marydee Ojala

DEADLINES FOR SUBMITTING ARTICLES

Articles for inclusion in subsequent issues of the Chapter Bulletin must be received by section editors according to the following schedule:

Issue	Deadline for receipt of copy
Jan/Feb 1984	Jan 2, 1984
Mar/Apr 1984	Mar 19, 1984
May/Jun 1984	Apr 30, 1984

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REASONS FOR PRIDE AND ENTHUSIASM IN THE PROFESSION

This fall's first San Francisco Bay Region Chapter dinner meeting was held jointly with the San Andreas Chapter at the Dunfy San Mateo Hotel September 23.

Pat Molholt, President of the Special Libraries Association, spoke on "Reasons for Pride and Enthusiasm in the Profession." President Molholt, who is also Associate Director of the Rensselaer Polytechnic Institute Library in Troy, N.Y., felt that, as librarians in the information age, we have been overlooked as specialists because we are not dynamic. We are in a unique position to effect change and shape the future of information delivery rather than passively store information. We are capable of leadership and should educate information users by designing information database management systems. Our knowledge of standardization and information transfer should enable us to make the shift from acquiring and cataloging published materials to analyzing, organizing and disseminating information through the technology of telecommunications and microelectronics.

President Molholt explained that a collection development policy cannot meet the needs of all our users cost effectively. We have to get away from our desks and go to our users and try to understand what their information needs are before they ask.

Computer centers are moving towards the library as the economic value of database standardization becomes understood. The convergence of the distinct strengths of computer centers and libraries affords librarians the opportunity to play a great and significant role in the shaping of the information age.

--Elena Herdman

The Duplicate Exchange is a forum for both giveaways and "wants." Please send your list to Duplicate Exchange chair Mary Anne Hoopes at the Library, Clorox Technical Center, P.O. Box 493, Pleasanton, CA 94556, or phone 415/847-6343.

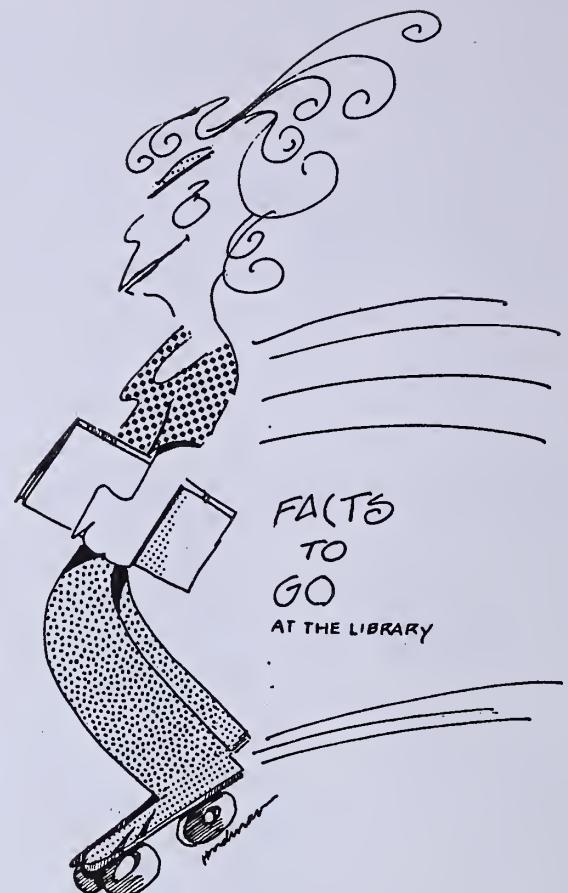
Clorox Technical Center is giving away CHEMICAL ABSTRACT INDEX, 1947 (v.41) through 1981 (v.95). Contact Mary Anne Hoopes at 415/847-6343.

Heald College Technical Division has the following giveaways: BYTE, Apr., Nov., 1979; Apr., Sept.-Nov. 1980; COMPUTER DESIGN, Aug. 1979; DATA COMMUNICATIONS, Feb., Mar. 1979; DIGITAL DESIGN, May 1979; ELECTRONIC DESIGN, #22-25 (1978); #2, 4, 19 (1979); FAIRCHILD J. OF SEMICONDUCTOR PROGRESS, #2, 4, 5/6 (1979); INFO-SYSTEMS, Apr. 1979; INSTRUMENTATION TECHNOLOGY, June 1975; INSTRUMENTS AND CONTROL SYSTEMS, Mar. 1968; LASER FOCUS, June 1977; MACHINE DESIGN, #15 (1978); #1, 2, 11, 19, 20 (1979); #15, 17-26, 28 (1980); #1-27 (1981); MICROWAVE SYSTEMS NEWS (MSN), Sept. 1980; Feb. 1983; OPTICAL SPECTRA, Oct. 1975; PERSONAL COMPUTING, Sept. 1982; Feb. 1983; PLAN AND PRINT, Sept.-Nov. 1980; Jan., Apr., May, Oct., Nov., 1981; Jan.-Apr., Aug., Oct.-Dec. 1982; Jan., Apr., May 1983; POPULAR ELECTRONICS, Jan., Mar., May, Aug., Sept.-Nov. 1981; Jan.-May, July 1982; TELEPHONE ENGINEER AND MANAGEMENT, #3, 4, 6, 7 (1980). Contact Marilyn Kanemura at 408/257-7828 after 3:00 p.m.

Food Protein Research and Development Center would like the following back issues: CEREAL CHEMISTRY; OIL MILL GAZETTEER; FOOD TECHNOLOGY; FOOD TECHNOLOGY; J. OF FOOD SCIENCE; J. OF AGRICULTURE & FOOD CHEMISTRY. Contact E. W. Lusas at the Food Protein Research and Development Center at Texas A & M University System, College Station, TX 77843; phone 713/845-4331.

The Contra Costa Times library is giving away its 1980 issues of FORTUNE and the Jan.-Mar. 1982 issues of TIME. Call 415/943-8353

--Glorianne Wong-Jacuzzi



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EXECUTIVE BOARD, ADVISORY
COUNCIL MEET

The San Francisco executive board and advisory council met at the Federal Reserve Bank library on September 28, 1983. The nominating committee was announced. Members will be Suzanne Burwasser, George McGregor, Marydee Ojala and Virginia Veit. Terry Dean will chair.

The budget was approved as submitted. There will be a small deficit again this year. Ginette Polak distributed expense vouchers and urged everyone to spend as little as possible. Program and tour schedules were approved and distributed. In addition to the four regular tours, special open houses during the California Library Association conference in Oakland were proposed. Regular tours will cost \$3; there will be no charge for the open houses. The Oakland Public Library is also organizing tours for CLA, but no conflict is expected.

The Board agreed in principle with the concept of holding fund-raising raffles at the Christmas party and the May social program. Prizes would include such items as books, theater tickets and champagne. Raffle tickets would cost \$1 each or \$5 for six tickets. Miriam Ciochon will appoint an ad hoc committee to work out details.

Members of the Advisory Council gave committee reports. The Consultation Committee has received a few inquiries, one of which required a professional consultant. The Education Committee announced its first workshop for February 3, 1984, at the Grosvenor Airport Inn; the topic will be announced.

The Jobline listed 18-22 jobs each week in August. All agreed that the recording was easily understandable and that the equipment is performing well.

Linda Kraemer reportd that the Publicity Committee's biggest project this year will be publicizing the job descriptions book by Barbara Ivantcho. Linda also called the group's attention to an article in

the Wall Street Journal, Sept. 26, 1983, page 31, on information services.

WHO CONTRIBUTES TO CULP?

Contributors to the California Union List of Periodicals (CULP) change with each edition. Since the eighth edition was published in March, 1983, 72 additional libraries have joined the project, bringing the total number of contributors to 754. Recent contributors include the Sierra Club, Letterman Army Institute of Research, and the Boston Consulting Group, Inc.

Any library wishing to participate in this cooperative effort should contact Edna Silverman at CLASS.

* * * * *

FOUND: At the October Chapter meeting at the Shattuck Hotel; a hardcover book, The High and the Mighty, by Ernest Gann. Owner please contact David Lewallen at 874-5178.

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PLANNING OUR FINANCIAL FUTURES

The San Francisco Bay Region Chapter had an unusual dinner meeting at the renovated Shattuck Hotel in Berkeley on October 19th. Not only did chapter members have the pleasure of feasting on prime rib in elegant surroundings, but we also learned from Sigrid Taylor of Judy and Robinson Securities how to plan our personal financial futures.

Ms. Taylor informed her attentive audience that the most important financial lesson is to pay yourself first. She explained that there are three ways we spend money: 1) the nibblers ('I owe myself a dinner out'), 2) the gobblers (big-ticket items like a new water heater) and 3) the smashers (accidents, illnesses, deaths). Before we can take risks with our money we need to build an emergency fund and insurance coverage. Once we establish a comfort zone (three to six months net income), we can begin to make a profit.

Ms. Taylor suggested a good source for understanding the dynamics of financial investment: Venita van Gaspel's Power of Money Dynamics. The next time we invest money, we should ask ourselves whether we are loaning money to others to make money with our money (banks, savings and loans, the government), or owning an asset (real estate, stocks, businesses). Another way to learn how to make our earned money work for our financial gain is to take a tax course, offered at junior colleges or H & R Block.

The chapter meeting attendees showed more than a spark of interest, as evidenced by all the questions that followed Sigrid's presentation. Chapter members all profited from the evening's program.

—Elena Herdman



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Established in 1964, the Hans Kelsen Social Science Library is one of twenty-one branches within the General Library System of the University of California, Berkeley. Located on three levels of Stephens Hall, the library serves primarily the information needs of the School of Business Administration and the Department of Economics. The name

Social Science Library tends to mislead potential users about the collections to be found in the library. Referrals are constantly made to other library units for social science materials other than business and economics.

Staffed by three librarians and nine library assistants, the library is open Monday-Thursday, 9:00 a.m. - 9:00 p.m., Friday, 9:00 a.m. - 5:00 p.m., and Saturday and Sunday, 1:00 - 5:00 p.m. The hours are more limited during intersessions and the Summer term. Reference service is provided from 9:00 a.m. - 5:00 p.m. Monday through Friday.

The library is used not only by Berkeley students and faculty, but also by a wide range of off-campus researchers. On any given day, writers, consultants, market researchers and small businesspeople may be observed using the collection.

The library's collection supports faculty research and the masters and PhD programs of the Business School and Department of Economics. Because of this (con't)

Document Retrieval

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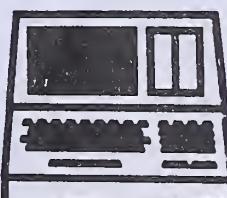
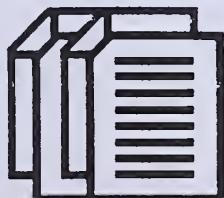
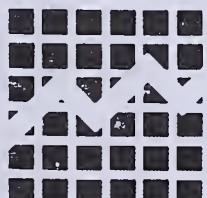
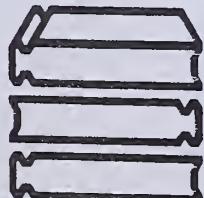
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collecting emphasis, much of the collection tends to be theoretical in nature. The library subscribes to 2866 current serials and has a book collection of over 92,000 volumes. Users may expect to find all of the standard business reference sources, including a large collection of periodical indexes and abstracts. Annual reports and form 10-Ks are collected on microfiche for all companies required to file with the SEC. An historical file of annual reports in hardcopy exists for several thousand companies. A special collection of labor union periodicals, conference proceedings, constitutions, etc., is one of the library's unique resources.

The reference staff frequently receives requests for "how to" and applied business materials. Although the library does collect a representation of these practical business materials, referrals often have to be made to the excellent business resources of several of the Bay Area's public libraries.

Online searching is offered by the library staff during normal reference hours. The Social Science Library has responsibility for the business and economic databases on the Berkeley campus. A collection of business database manuals and user aids is being developed to assist in the preparation of business searches. Students and faculty of UCB are charged actual costs to use the service; off-campus users are assessed an additional \$20 surcharge.

During the summer, the staff started producing a series of pathfinders called "Berkeley Business Guides." They are designed to lead students to information sources on specific business topics such as business and economic forecasts, industry information, international marketing, foreign companies and investments.

With over forty libraries and information centers on the UCB campus, many business-related materials are located in other units. Referrals are frequently made to the Government Documents Department and the Institute for Governmental

Studies Library for government-produced business information, to the Engineering, Chemistry and Natural Resources libraries for industry and trade directories in their subject areas, and to the Main Library for related periodicals and monographs.

A continuing goal of the staff of the Social Science Library is to teach business students the basics of accessing business information and to prepare them for using special libraries during their business careers.

--Milt Ternberg



Beth Donini is the new Manager of the Resource Center at Aircraft Technical Publishers. Beth was formerly Project Manager of the REMARC Database for Carrollton Press.

Joe Morganti is the new Technical Records Specialist for the Western Region Engineering Records Unit of Sohio Petroleum Company. Joe comes to Sohio from the Astronomy/Mathematics/Statistics/Computer Science Library at UC Berkeley.

Elizabeth Walton, who most recently acted as Legislative Librarian for the Oregon State Legislature, is now Librarian for the firm of Esherick, Homsey, Dodge, & Davis. Welcome to California, Elizabeth!

Carolyn Franklin is the new Cataloger at the San Francisco Art Institute. Carolyn was previously the Librarian for the Nutrition Education Resource Center.

Jean Sansobrino comes to Kennedy-Jenks Engineers from the Library of Congress, where she served as Reference Librarian in the Serials and Government Publications Division for 14 years.

Verda Hawkins, who formerly was the Librarian for Kennedy-Jenks Engineers, is now retired.

Barbara Ahrens, formerly the Head Librarian at Bancroft, Avery & McAllister, is visiting Florence, Italy for an indefinite period of time.

Margo Lucoff is now with Environmental Planning and Research. Margo was formerly Librarian at EDS Nuclear.

--Dorothy Stewart

JOBLINE

The Jobline number is 415/339-9541. To list a position, call 415/271-4357.

One of newest librarians at the University of California, Berkeley is Milt Ternberg. He is the new head of reference in the Social Science Library. Milt brings to this position over ten years of reference and collection development experience in business and government documents.

After receiving the M.A. in Library Science from the University of Minnesota in 1973, his first professional position was in the Business and Science Division of the New Orleans Public Library. After 2-1/2 years, he moved to the Dallas Public Library as assistant head of the Business and Technology Division. In 1978, as a new division manager, he was given the task of creating a division consisting of government documents, maps and the municipal reference service.

After eight years in public libraries, Milt became interested in making the transition to academic libraries. In 1981, Louisiana State University recruited him for the newly created business librarian position. After 2 years at LSU, he moved West to UCB.

He has been active in both the Texas and Louisiana SLA chapters and has held various positions in the Social Science and Business and Finance Divisions of the national organization. He is currently chairman-elect of the Business and Finance Division and a member of the Program Planning Committee for the 1985 Winnipeg SLA Conference.

He has written and had published several articles on patents, regional government publications, library instruction, and business collection development.

His first few months in the Bay Area have been occupied with learning the new job, visiting area business libraries, and sightseeing.

--Fran Brunet

BOOK REVIEW

The Next American Frontier, by Robert B. Reich. Times Books, 1983. 324 pp. \$16.60.

An enduring American social myth has is that individuals--pioneers, inventors, and entrepreneurs--create wealth by exploiting available resources in a society unhampered by tradition or the hand of government. But though the myth may have had some truth in it once, control of production and innovation long ago passed from entrepreneurs to business professionals, with government programs becoming an integral part of the economy. According to Robert Reich, of the Kennedy School of Government at Harvard, we have now left even this era of "scientific management" behind and are in a new phase, wondering what to do next.

The management era saw the formation of a system based on high-volume standardized production that brought wealth to the deserving and to the lucky and a high standard of living to many. That system is now in disarray, the result of an inability to adapt to changing economic conditions. The economic impasse is not the result of temporary phenomena--interrupted oil supplies, monetary policy, safety and health regulations--but of structural weakness. America's steel, textile, auto, electronics, rubber, and petro-chemical industries have become uncompetitive in the world market.

America and other industrial countries are moving into more sophisticated, often custom-manufactured, products--precision castings, specialty steel, made-to-order chemicals, lasers, and so on--that require skilled and knowledgeable labor to produce. Reich calls this "flexible-system production." What flexible systems imply, and a reason they are slow to be introduced, is a change in the command structure of manufacturing businesses. With flexible systems, work should be less routine, output harder to measure. Workers will need to have an intimate knowledge of all stages of production,

from design and manufacture to marketing and sales. Training by necessity will occur on the job. The management pyramid disappears in such a system; work is organized around a series of project teams. Does this sound familiar? Much of what Reich describes seems to be almost commonplace in small business and in Silicon Valley enterprises. But will it work for General Motors? That a transition will be painful is surely an understatement. The myth of American entrepreneurship dies hard, even with the evidence all around us.

The Next American Frontier is a speculative work, and a good one: it raises as many questions as it answers. Already it has added tremendously to the national debate on economic policy. The theme of social responsibility that runs through the book makes Reich a target for critics on the right. It is clear that Reich views government involvement in economic planning as a reasonable proposition, particularly in terms of social goals like lower unemployment, better health, and improved education. Whether this amounts invidiously to "national planning" depends on whether one accepts the picture of economic activity painted by free marketeers. The unmanaged market, Reich says, is another myth, one that "illustrates the power of ideology over political reality." It is for bringing some of these myths to light that we should ponder this book.

--Jay Smith



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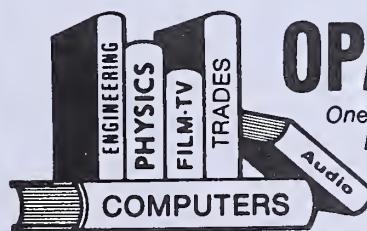
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Resource Center

Baker & McKenzie
Law Library
101 California St., #2600
San Francisco, CA 94111
415/576-3066

Bechtel Power Corp.
S.F. Power Division Library,
221/16-A4
P.O. Box 3965
San Francisco, CA 94110
*Fran Brunet, Head Librarian

California State Banking Dept.
Library
235 Montgomery St., Suite 750
San Francisco, CA 94104
Change phone prefix: 557-4040

Samuel Douglas
2395 Pacific Ave., #101
San Francisco, CA 94115
415/433-6691

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South San Francisco, CA 94080
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San Francisco, CA 94105
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San Francisco, CA 94105

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3077 Birmingham Dr.
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415/620-2350

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Greenbrae, CA 94904

Margaret C. Shedia
Howard Rice Nemerovski et al.
Library
3 Embarcadero Center, 7th Floor
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415/399-3043

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Livermore, CA 94550

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Julia A. Reardon
3705 Sundale Rd.
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415/642-1071

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Berkeley, CA 94720
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Calendar

NOVEMBER 1983

16 Bibliographic Center for Research, BRS Update
1983 Workshop, Berkeley. Contract: BCR, Chris
Komlossy, 800/833-4707.
Derwent, Inc., Online Patents Instruction Classes
-WPI, WPIL AND U.S. Patent Files, New York,
NY. Contact: Derwent, Inc., 703/790-0400.
Dialog Seminar, MEDLINE, Palo Alto.*
Dialog Seminar, EXCERPTA MEDICA, Palo Alto.*
ORBIT Advanced Skills Workshop - General,
Chicago, IL.**
ORBIT Advanced Skills Workshop - Patents Focus,
Houston, TX.**

17 Dialog Seminar, Bio-Sciences, Palo Alto.*

18 Northern California Association of Law
Libraries, "A Day of Workshops on Legal Ethics
and Municipal Law". Napa, CA. Contact: Teresa
Oppedal, 415/777-6272.

28 ORBIT Basic Skills Workshop, Columbus, OH.**
PREDICAST, PTS Training Seminar, San Francisco.
Contact: Kathy Plummer, 800/321-6388.

29 American Petroleum Institute's Central Abstracting
and Indexing Service (CAIS), Online Seminar on
the API databases - APILIT, APIPAT, P/E News,
New York, NY. Contact: CAIS, 212/587-9668.
ORBIT Advanced Skills Workshop - Chemistry Focus,
Columbus, OH.**

29 ORBIT Advanced Skills Workshop - Energy Focus
Santa Monica, CA.**

30 Management Contents Workshop, Main Conference
Room,
UC Berkeley. Contact: Melissa Gantner,
800/323-5354.
PREDICAST, PTS Update, San Francisco. Contact:
Kathy Plummer, 800/321-6388.

December 1983

1 Dialog Seminar, Legal Information, San Francisco.*
Management Contents Workshop, Dialog offices, Palo
Alto. Contact : Melissa Gantner, 800/323-5354.

3-7 California Library Association Annual Conference,
"Animations, "Oakland, CA. Contact: CLA,
916/447-8541.

5 ORBIT Basic Skills Workshop, Atlanta, GA.**

6 SLA SF Bay Region Christmas Party with CLA,
Oakland Hyatt Regency, Oakland, CA. Contact:
Seyem Petrites, 415/788-4143.
Tours available prior to Christmas party.
Contact: Inga Govaars, 415/983-2111, for tour
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Alameda County Law Library - Law Library
874-5948
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#5 AC Transit Shuttle Bus can be boarded on
Broadway in front of the Convention Center and
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Raymond Kaiser Engineers, Inc. - Engineering
Library. 271-4357
Kaiser Center - 300 Lakeside Drive - 17th Floor
#5 AC Transit Shuttle Bus (see above) will stop
in front.
Safeway Stores, Inc.- Library. 891-3177
4th and Jackson Streets, Basement
#5 AC TRansit Shuttle Bus will stop between 3rd
and 4th on Madison. Go through the parking
lot, 1 block to Jackson Street.
Dialog Seminar, Government Document Documents,
Palo Alto.*
ORBIT Advanced Skills Workshop - General, Atlanta,
GA.**
ORBIT Basic Skills Workshop, Dallas/Ft. Worth,
TX.**

7 ORBIT Basic Skills Workshop, New York, NY.**
ORBIT Advanced Skills Workshop - General,
Dallas/Ft. Worth, TX.**

8 ORBIT Advanced Skills Workshop - Energy Focus,
New York, NY.**

9 ORBIT Advanced Skills Workshop - Chemistry Focus,
New York, NY.**

12 ORBIT Basic Skills Workshop, Boston, MA.**
Dialog Seminar, Refresher, Palo Alto.*

13 Dialog Seminar, Chemical Information, Pal Alto.*
ORBIT Advanced Skills Workshop - Patents Focus,
Boston, MA.**
ORBIT Basic Skills Workshop, Houston, TX.**

14 ORBIT Advanced Skills Workshop - Engineering Focus,
Boston, MA.**
ORBIT Advanced Skills Workshop - General,
Houston,
TX.**
ORBIT Advanced Skills Workshop - Chemistry Focus,
McLean, VA.**

16 ORBIT Advanced Skills Workshop - Patents Focus,
Philadelphia, PA.**

19 ORBIT Basic Skills Workshop, Philadelphia, PA.**

20 ORBIT Special Subject Seminar - Chemistry,
Philadelphia, PA.**

JANUARY

21 American Society of Indexers West Coast Meeting,
sponsored by Golden Gate Chapter, S.F.,
"Indexing Techniques in Database Construction:
Mixed Media and Methods." Contact: David
Bastin, 415/327-2259 (mornings).
UC Berkeley, School of Library and Information
Studies, Computer Workshop for Teachers and
School Librarians. Contact: Betty Bacon,
415/642-4583.

24 SLA SF Bay Region Chapter Meeting, "Bring Your
Boss Night", Engineers Club, San Francisco, CA,
Speaker: Steve McLin, Corporate Planning, Bank
of America. Contact: Marydee Ojala,
415/622-2068.

FEBRUARY

15-17 Medical Library Groups of Southern California and
Arizona (MLGSCA) and of Northern California and
Neveda (NCNMLG) Joint Meeting, Palo Alto, CA.
Contact: Pamela Jajko, 415/965-5387.

16 SLA SF Bay Region Chapter Meeting, "Job Searching
Techniques - Panel." Contact: Eunice Azzani,
415/393-4328.

* For Dialog Workshops contact: Training Coordinator,
800/892-5838 or 415/858-3792

** For ORBIT Workshops contact: SDC, 213/453-6194.

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BULLETIN BULLETIN



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BULLETIN

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Moving toward an identity within SLA, the small nucleus of librarians formerly known as the Documents Interest Group has become the Committee on Documents, with the sponsorship of the Information Technology Division. The purpose of the Committee is to provide a forum within the Special Libraries Association for the exchange of information concerning government documents, information programs and policies, and to establish a network among members whose information needs require use of government data sources. The Committee is enlisting support in order to draft a petition at the New York Conference to move to the status of a section. Interested persons must first join ITE to be able to support the new documents effort formally.

At the 1984 Conference, the Committee on Documents and the Government Information Services Committee of SLA will present a program called Facing the Issue: Our Future Access to Federal Information Sources.

For more information, contact one of the committee members below:

Kathleen Eisenbeis, Chair
Public Documents & Maps Dept.
Perkins Library
Duke University
Durham, NC 27706

Dawn Villere
ITT Gilfillian
7821 Orion Ave.
Van Nuys, CA 91409
213/988-2600



SPECIAL LIBRARIES ASSOCIATION
75TH ANNIVERSARY CONFERENCE
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"SPECIAL LIBRARIES" ADDS EDUCATION COLUMN

Special Libraries Association is starting a new educators' column, "Educators' Forum," in the January issue of Special Libraries. The new feature will offer educators an opportunity to share ideas on curriculum, accreditation standards and other policy issues that may affect the future of education in library and information science.

The new column will appear irregularly.

CORRECTIONS

When the Bulletin covers were printed, a name was inadvertently left off the list of the Advisory Council. Mercedes Dumla is Mailing chair, and her telephone number is 768-9015.

Since the first issue was published, our Kaleidoscope editor has changed her name. When you think Kaleidoscope, think Dorothy Stewart.

The Jobline number, although it has appeared correctly in each issue, is incorrect on the cover. The correct number is 415/339-9541.

Sometimes the magic doesn't work...

March 1, 1984 will be the publication date for the fourth edition of CATALYST. In addition to the records processed since the last edition, the following new files will be added to the data base: ASIA Project, California Spanish Language Database, Mountain Valley Library System, and retrospective conversion records from Kern County Library, Los Angeles County Public Library, Orange County Library, Los Angeles Public Library and portions of the California State Library's files. The new edition will contain about 1.7 million titles and 6.6 million holdings.

For ordering information, contact Terry Wilson at CLASS.



(Editor's note: This was received too late for publication in the last issue, but we of the Bulletin still have the holiday spirit!)

It was Christmas Eve. Ebenezer Miser was at his desk counting the money he had saved in this year's library budget when Marian, the head librarian, approached him with a look of exasperation.

"I have manually researched, filed and cataloged library materials in twice the time I could have with the proper automated equipment. When is our library going to move into the 1980's!"

"Bah! Humbug!" Miser retorted. "Would you like the money for all those contraptions to come out of your paycheck?"

Miser thought about the good old days when he and Marley Fussbudget ran the library. Suddenly he was startled back to the present as an apparition of Marley himself appeared. Thin, drawn and clad in chains, he pointed a long finger at Miser.

"You will be visited by three Spirits of the Library of Christmas Past, Present and Future," the apparition warned. "Then you will understand."

Marley vanished. In his place appeared the ghost of a stern old woman with her hair tied back in a neat bun.

"Are you the Spirit of the Library of Christmas Past?" a shaking Miser asked. The woman nodded.

As Ebenezer touched her outstretched hand, they flew out the library and through the air. As they landed in front of a small library, Miser exclaimed, "This is the first library I supervised!"

As they entered the building, Ebenezer recognized the familiar faces of the employees he had managed: librarians with their hair tied back, their eyes peering over thick, dark-framed glasses. Wearing heavy brown tweed suits and sensible shoes, they occasionally pressed a

(Continued on page 15)

WEST COAST PRINT CENTER HOSTS TOUR

On November 9 Oakland's West Coast Printer Center was the site of an unusual and informative tour attended by 19 members and guests.

Supported primarily by grants from the National Endowment for the Arts since its inception more than ten years ago, the Print Center was founded as a non-profit organization to assist small presses and other self-publishers. Facilities and services include all steps in the physical production of offset books except the binding.

The Print Center can work from a client's manuscript and do everything necessary to produce the finished book. Alternatively, clients can use some Print Center facilities, such as those for layout and pasteup, to

produce their own camera-ready copy and cut costs.

Founder and director Don Cushman took the group through all phases of the process, including along the way demonstrations of some details of typesetting, layout and pasteup techniques, preparation of the metal plates used on the presses, and finally the press in action. For those who wanted still more, the Print Center does give very inexpensive classes.

The Print Center has produced more than 1500 books. Copies of most of these are contained in their non-circulating library collection. The bibliography they now have was compiled in 1979 but they hope to update it soon. They also have printed a very handsome paperbound book of type styles which is available to users.

--Darlis Wood

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The Duplicate Exchange is a forum for both giveaways and "wants." Please send your list to Duplicate Exchange chair Mary Anne Hoopes at the Library, Clorox Technical Center, P.O. Box 493, Pleasanton, CA 94556, or phone 415/847-6343.

Clorox Technical Center is giving away ANALYTICAL CHEMISTRY, 1979 (v.51) through 1983 (v.55). Contact Mary Anne Hoopes at 415/847-6343.

Wells Fargo Bank Library has the following giveaways: AYER DIRECTORY OF PUBLICATIONS, 1981; CONGRESSIONAL DIRECTORY, 1981; EUROPA YEARBOOK, 1980; DIRECTORY OF CORPORATE AFFILIATIONS, 1982; ENCYCLOPEDIA OF ASSOCIATIONS, 1983; RAND McNALLY INTERNATIONAL BANKERS DIRECTORY, 1981; STATEMAN'S YEARBOOK, 1979/80, 1980/81, 1981/82; TRY US-NATIONAL MINORITY BUSINESS DIRECTORY, 1982. Contact Nancy Wharton at 415/396-3744.

Systems Applications Inc. is giving away GOVERNMENT REPORTS ANNOUNCEMENTS AND INDEX, 1979 (v. 79, #1) through Apr. 1983 (v.83, #9). Contact Janet McDonald at Systems Applications Inc., 101 Lucas Valley Road, San Rafael, CA 94903, 415/472-4011.

Rutherford and Chekene has the following giveaways: CIVIL ENGINEERING; CONSULTING ENGINEERING; ENGINEERING NEW RECORD; FORTUNE, CONSTRUCTION SPECIFIER; CONCRETE INTERNATIONAL; BUILDING DESIGN AND CONSTRUCTION. These are current but Debbie Sommers will save issues for you. Contact Debbie Sommers at 415/391-3990.

--Glorianne Wong-Jacuzzi

JOBLINE

The number to call to list a job is 271-4357. To listen to the job-line, call 339-9541.

The Library Management Division invites library and information science students to submit papers on the topic "How will the electronic revolution affect your goals as a library manager?"

Manuscripts should be typed, double-spaced, and no longer than 1000 words. They will be judged on originality, clarity, articulation and adherence to theme.

The winner will receive a \$150 award, and the winning paper will be published in the Division's Bulletin. The winner will be announced at the Division's annual business meeting at the New York conference. If the winner is able to attend the conference, the Division will provide tickets to the fundraising event, the Awards Banquet, and the Division's business breakfast.

Submit papers with your address, telephone number and library school to: Carla Freeman
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4204 38th St., N.W.
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NOMINATING COMMITTEE ANNOUNCES
84/85 SLATE

The Nominating Committee is pleased to announce the slate of candidates for the Spring 1984 election of the San Francisco Bay Region Chapter of the Special Libraries Association:

For President:

Angela Brunton, California Division of Mines and Geology
Molly Skeen, Federal Home Loan Bank of San Francisco

For Director:

Barry Champany, The Information Store
Jensa Woo, Golden Gate University

For Secretary:

Elyse Eisner, Contra Costa Times
Camille Wanat, University of California, Berkeley

--Terry Dean
Chair, Nominating Committee

PROFILE: BARBARA IVANTCHO

Barbara Ivantcho's library career began in the training class of the Enoch Pratt Free Library in Baltimore. It was a lively and practical introduction to the field, but was soon to be phased out as an anachronism. After a few years of branch and general reference work at Enoch Pratt, she received her B.S. in Library Service from Columbia University. (That was before the Master's degree was awarded for the one-year graduate course, and before it was known as Library Science.) Soon thereafter, Barbara joined the Army Library Service and was assigned to various Air Force Headquarters in Germany during the Occupation.

Returning from Europe in 1946, she spent two years as librarian at McGraw-Hill in New York, and then was ready to travel again, this time with the U.S. Information Service. With the help of dedicated local staff, Barbara operated libraries in Tehran, Istanbul, and Karachi. These free, accessible, and well-rounded libraries were appreciated by the English-reading people who came for cultural and technical information, advice about study in the U.S., and for greater understanding of America.

In 1956, Barbara came to San Francisco and began 23 years of commuting to Menlo Park, joining the library staff at Stanford Research Institute (now SRI International). She retired as Assistant Library Manager in 1980. While there, she participated in the library's enormous growth and many changes in methods and services, as the staff moved towards mechanization and adjusted to the new interests and demands of SRI. During those years, Barbara also served on the board of the S.F. Bay Region Chapter of SLA from 1965-1969, as Chapter President from 1967-1968, and as Consultation Officer from 1973-1974.

Since then, she says she has been able to understand why so many retired people say they "don't know how they had time to work". She is still travelling to new places as well as visiting scattered foreign

service friends, and enjoying her garden and San Francisco.

Her major project has been editing Position Descriptions in Special Libraries for the Chapter, a book long in the making but finally published last summer by SLA. It is a very comprehensive list of positions in a variety of libraries, which will serve as an excellent reference source for both employers and prospective employees of libraries and information resource centers.

At present, Barbara is involved on a volunteer basis organizing small libraries for some non-profit organizations and occasionally leading sightseeing tours for the International Visitors' Center. She mentioned, though, that now that Position Descriptions is published she would welcome another project, as that one was both interesting and absorbing. Perhaps a book of anecdotes about some of the fascinating places she has lived in and travelled to, as well as the people met?? A suggestion...

--Fran Brunet

To all those librarians, information specialists and competitors who, in the last 4 years, have helped us locate "stuff" ... our most sincere thanks.

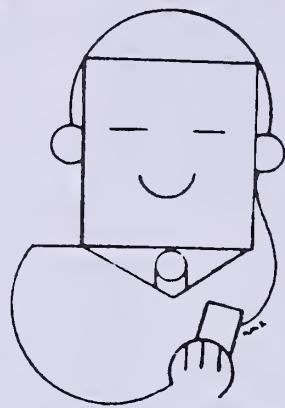
If you have a marketing or planning-type question, call us ... maybe we can help point you in the right direction.
—Larry Marks



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1 CE Managing In a Changing Environment / <i>DiGiovanni</i> . Ways to deal with ambiguity and change brought about when organizations are affected by changing regulations, new technologies and new demands of their clients.	\$45.00 (5 tapes)	18 Contract Negotiation for Automated Systems / <i>Miller, Sciamanda, Epstein, Matthews, Pope</i> . This session examines the legal aspects of contracting for automated systems, identifying the issues that must be stipulated in a contract.	27.00 (3 tapes)
3 CE Marketing Your Services / <i>Meyer</i> . Introduces basic marketing techniques that are useful in identifying user needs and in generalizing management theory.	45.00 (5 tapes)	19 General Session III: The First Amendment and Access to Information / <i>Sanford</i> . Discusses threats to the free flow of information including amendments to the Freedom of Information Act, development of Draconian, or at least sterner, libel laws, the growing fear that scientific and technological data is being "stolen" by foreign interests at the expense of our domestic economy.	9.00 (1 tape)
6 General Session I: Political Barriers to Information / <i>Gude</i> . Concerning the reduction of adequate research and reference material from governmental agencies as well as the problem of information overload.	9.00 (1 tape)	20 General Session IV: Removing Information Barriers: Electronic Publishing / <i>Craig, Aveney, Dagnese</i> . Librarians and jobbers have traditionally acted as brokers or agents in our present system. How will the new technology in electronic publishing affect the roles of librarian and publisher?	18.00 (2 tapes)
7 General Session II: Upward Mobility: Removing Sociological Barriers / <i>Gasaway, Estabrook</i> . Discussion of "equal pay for work of equal value" ethic plus examination of role of the librarian within the organization.	18.00 (2 tapes)	21 Analyzing Information Barriers in the Corporate World / <i>White, Burwasser</i> . Analysis of information flow to and from corporate users, as it exists in both the formal and informal structures of an organization.	18.00 (2 tapes)
10 How to Set Up a Private File: Theory vs. Practice / <i>Hlava, Tchobanoff, Seal</i> . Overview addressing the various decisions that must be made in the course of implementing a private file.	18.00 (2 tapes)	22 Contributed Papers: Determining Effective Staffing Levels in Special Libraries by Use of Statistics / <i>Collins</i> . A study of the work done by the Australian Commonwealth Scientific and Industrial Research Organization to investigate appropriate staffing levels for adequate service.	9.00 (1 tape)
11 Contributed Papers: Outline of Barriers Active Between Published Information and Users / <i>Haag</i> . Identifies and describes 20 barriers that delay, disturb, or destroy information.	9.00 (1 tape)	One on One/ <i>Hackney</i> . Addresses different methods of establishing a rapport with clientele, of getting them into the habit of coming to you with their information requests and of encouraging them to utilize the library regularly.	
Removing Barriers in Document Delivery/ <i>Boss</i> . Examines the cost effectiveness of the electronic transmission of material using digital facsimile.		23 Contributed Papers: Using Quality Control Circles for Management Decisions: What's in It for Libraries / <i>Mansfield, Mourey</i> . Examination of the success of quality circles in both Japanese and American industry.	9.00 (1 tape)
12 Contributed Papers: Introducing Personal Computers Into an Engineering Company / <i>Rohrer</i> . Discusses how any special library can add personal computers as another potential information source.	9.00 (1 tape)	Revamping a Special Library toward Being a Vital Information Center/ <i>Wagner</i> . Outlines the steps to follow in making a special library function as an information center.	
Iron Curtain as an Information Barrier/ <i>Novak</i> . Describes how the TIB collection in West Germany can be used directly in the U.S. and the services which make it accessible to scientists and engineers.		26 What Is Ahead in Database Developments / <i>Hunsucker, Bakes, Kuranz, Harvey, Rayment</i> .	18.00 (2 tapes)
13 Information Managers, Databases and End Users: Conflict or Cooperation? / <i>Scanlan, Eddison, Dotterer, Davis, Kuranz</i> .	18.00 (2 tapes)	30 Geographic Barriers to Information: Problems and Solutions / <i>Preston, "The Centralized Library"; Travers, "The Mercer Network"; Breummer and Hansel, "Staffed Branch Libraries."</i>	18.00 (2 tapes)
14 Removing Microcomputer Barriers / <i>Ojala, Ertel, Bruman, Blair</i> .	18.00 (2 tapes)	33 Microcomputer Systems for Libraries / <i>Walton, "Microcomputer Hardware: An Overview"; Kent, "Software Evaluation and Selection"; Blair, "Micros for Online Searching"; Woods, "Library Applications for Microcomputers."</i>	27.00 (3 tapes)
17 Access to Japanese Scientific and Technical Literature / <i>Ho, Gibson, "Japanese Technical Information: An Update"; Caponio, "The NTIS Role in Access"; Samuels, "The MIT-Japan Science and Technology Program"; Araki, "The Japan Information of Science Technology."</i>	18.00 (2 tapes)		

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The NCLIS/SLA Task Force on the Role of the Special Library in Networks and Cooperatives has recommended that the Association Networking Committee conduct a biennial survey on special library participation in networks. The first survey was conducted in 1981, so we are due for another one in 1983/84.

As a first step in the survey process, the Chapter Networking Liaisons were asked to identify the formal networks that are currently represented in the Chapter. In the San Francisco Bay Region Chapter, eight networks are represented: BALIN (Bay Area Library and Information Network), CLASS, FEDLINK, LAWNET, NBCLS (North Bay Cooperative Library System), OCLC, RLIN, and SFBLN (San Francisco Biomedical Library Network).

Details about the survey methodology remain to be worked out at the Winter Meeting. We encourage everyone to respond to the survey when it is sent to the membership.

—Molly Skeen



The Newspaper Division of Special Libraries Association offers a \$200 stipend to a graduate student interested in a career in newspaper librarianship. The award is given to help cover the cost of attending the 1984 SLA conference in New York, June 9-14. Applicants must be members of SLA six months prior to the conference and attending the conference for the first time. Applications should be accompanied by a resume and a 300-word essay on an aspect of newspaper librarianship submitted no later than March 15 to:

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CHAPTER EXPLORES LIBRARY COOPERATION WITH BALIN

BALIN who? What is BALIN? How did it start? What does it do? Who belongs? Could my library benefit from membership? If so, how? Are there ways our chapter and BALIN can work together for mutual benefit?

These questions and more were discussed Tuesday, November 29 in the Oakland Public Library auditorium, when ten representatives from our chapter met with members of the BALIN Executive Board. This information sharing session was arranged by Dian Gillmar, our representative on the Task Force for Implementation of the California Master Plan, and Molly Skeen, our chapter's Networking Chair. The purpose of the meeting was to explore ways to implement objective eleven of the Master Plan: development of resource sharing arrangements among multitype libraries.

Ginnie Cooper, Alameda County Librarian, described BALIS and the development of BALIN.

WHAT IS BALIS?

BALIS (Bay Area Library and Information System) is one of 15 library systems in California. The nine members include the public libraries in San Francisco, Contra Costa County and Alameda County. San Leandro is the only public library in the three counties that does not participate. In fiscal 1982/83, BALIS was awarded a grant to support multitype library cooperation. This grant was an outgrowth of the Multitype Library Committee that had existed for some time and included special and academic libraries as well as public libraries.

BALIN (Bay Area Library and Information Network) is the product of that grant. Members include all BALIS members as well as 40 others who have joined this new organization. BALIN is supported by membership dues, income from continuing education projects and

assistance provided by the BALIS staff.

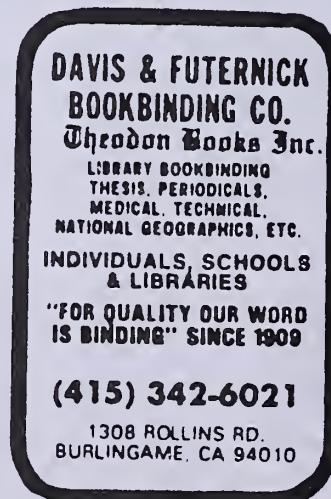
The grant project included only Alameda and Contra Costa counties, but BALIN now intends to expand to include San Francisco libraries.

Some of the activities and projects which offer potential benefits for chapter members include the BALIS Reference Center, the union list of periodicals, the directory of member libraries, staff development and continuing education programs and library tours.

The BALIS Reference Center functions in many ways like BARC. Libraries that already have a good referral system arranged with BARC may want to continue dealing directly with BARC. The BALIS Reference Center, in fact, refers questions to BARC if unable to answer them.

Anyone interested in joining BALIN should contact Kathy Page, Acting BALIS Coordinator, Bay Area Library and Information System, 125 - 14th St. Oakland CA 94612; phone 839-6001. For libraries who have difficulty justifying memberships, the \$40 BALIN membership fee can be billed as a subscription to the BALIS newsletter, which is published six times a year.

--Ginnie Cooper



The last 1983 chapter dinner meeting was held Nov. 15th at Sabel-las in San Francisco. The program "Marketing Your Library: Librarian and Manager Viewpoints" was presented by Cindy Hill and Debra Radabaugh of Debra Radabaugh Associates.

Debra Radabaugh Associates is a consultant firm located in Menlo Park. Ms. Radabaugh founded the firm, which now has a staff of 17 women, as an executive search service in 1978. The firm searches for executives with proven managerial skills for high technology firms that are just starting up.

Ms. Radabaugh said that clients expect her firm to be highly informed about their business. Thus she must come armed with quantities of information when meeting prospective clients. Initially, an administrative assistant was given the additional duties of researching the

products and lines of business for these high technology businesses. After learning that the research was lacking in quantity and quality, Debra finally turned to the services of a professional.

Cindy Hill, now in charge of the library, has a staff of three. She stated that salesmanship and marketing are the goals of the library. Some of the tools she uses to sell the library to the other associates in the firm include lectures, seminars, daily reading packets, information packets on specific high technologies and billing for library services.

In setting the goals or mission for the library in a corporate environment, Ms. Hill feels it is necessary to see how the library fits the company's goals and mission. The assumptions and values of the librarian may be different from those of the corporation. If information research is necessary in the corporation, a research library is also

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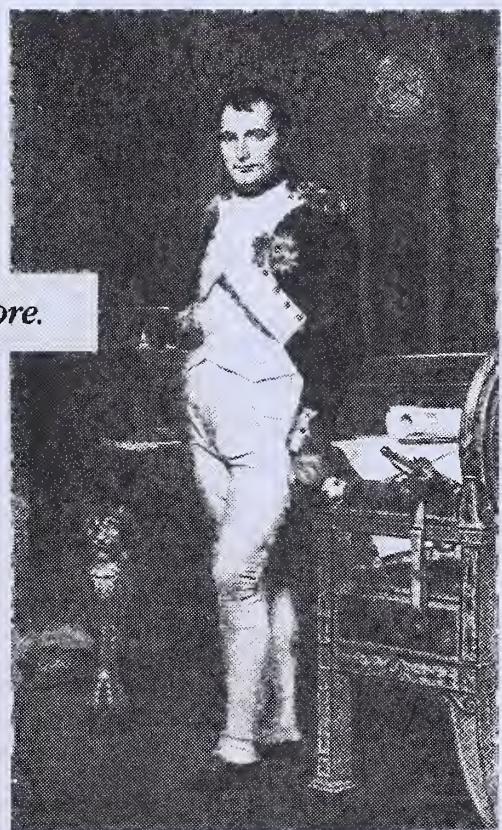
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necessary. However, the library staff must anticipate the needs of the corporation. Ms. Hill suggested reading the company's five year business plan, using external and internal databases to find out what information exists about the company and publishing a library newsletter advertising what sources of information about the company are available in the library.

She also stated how necessary it is for librarians to be proactive. Don't wait for information requests to come to you. Go to project meetings and find out what information will be needed, prepare a packet of information and give it to the project team. Use the chance opportunity of meeting staff members in hallways to enlighten company staff of the library's valuable services.

Debra Radabaugh Associates finds the information services available from the library staff very valuable. Debra Radabaugh is now also marketing the information services of the

library to the high technology firms who are too new or too small to have libraries. The library that Cindy Hill manages is now becoming an information broker for some of the firm's clients.

There is no question that the corporate culture and political structure of a business affect how well library services are received. However, the fact that Debra Radabaugh Associates is now marketing the services of its library to its clients portends well for the future of corporation libraries.

--Elena Herdman



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WHOSE INFORMATION IS IT ANYWAY?

The San Andreas and San Francisco Bay Region Chapters of the Special Libraries Association are sponsoring a full-day seminar entitled "Whose Information Is It Anyway? Changing Currents in Information Access" on Friday, February 3rd, at the Grosvenor Airport Inn in South San Francisco.

Access to information is undergoing dramatic changes. As information professionals, we must adjust to new constraints on making information available to our users. This seminar will investigate issues influencing the distribution of information. Four speakers will address the group in the morning: Dean Robert Hayes (UCLA) on "Information in the Economy," Steve Teigland (Bureau of Labor Statistics) on "Information Dissemination: How the

Bureau of Labor Statistics Copes with Budget Cutbacks," Gary Strong (California State Librarian) on "Freedom of Access to Information," and Joseph F. Caponio (NTIS) on "Information Transfer--the Government's Role in the 80's."

Afternoon speakers are: Richard W. McCoy (Research Libraries Group) on "Resource Sharing, Technology, and Politics," Frances G. Spigai (Database Services) "Downloading: Establishing Pricing and Contracts for Selling Database Subsets," and Prof. Yale M. Braunstein (UCB) on "Price vs. Value in Information."

Chapter members have received a brochure describing the program. The registration fee for the workshop is \$50.00, including lunch. For more information, contact Alice Wilder, Xerox Palo Alto Research Center, (415) 494-4018. The Education Committee is expecting a large turnout for this exciting program.

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The California Library Association met at the new Oakland Convention Center and Hyatt Regency on December 3-7, 1983, the first time in the East Bay since 1961. The theme of this year's meeting was "Animations," the spirit of which was epitomized in the joint program of the California Institute of Libraries, California Library Employees Association and California Society of Librarians. Guest speaker Dr. Richard B. Byrne raised our levels of consciousness and offered a lively prescription for overcoming computerphobia. The CSL workshop, "Reference Update: What's New, What's Good, What's Cheap," included fast-paced, well articulated bibliographic suggestions on "The Literature of Microcomputers," by Sayre Van Young, Reference Librarian at Berkeley Public Library, and on "Industry and

Trade Directories," by Joan Galvez and David Weber, Reference Librarians at the Alameda County Business and Government Library. Other provocative or eloquent presentations included:

"Electronic Publishing and the Book World," a CALTAC panel discussion with program participants George Young of Ten Speed Press, Andy Ross of Cody's Bookstore, Mike Bresnahan of San Diego Public Library and Paul DeFremery of Braun Brumfield;

"Libraries in the Political Process," the Nevada and California Library Associations' annual dinner; speaker was Jean Ford, former Nevada State Senator;

"California State Library: What it's all about." Displays, exhibits, freebies and State Library personnel were available to answer all questions.

The joint SLA and CLA reception was well attended.

--Vona Oji-Fard

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(Ed. note: In place of a library profile this issue, the Bulletin is featuring an organization profile of a professional society to which some of our chapter members belong, but which is probably not well known by most of us.)

PROFILE : THE GEOSCIENCE INFORMATION SOCIETY

The Geoscience Information Society is an international nonprofit professional society which was organized in 1965 in response to the problems raised by the information explosion in the geosciences. The Society promotes the exchange of information in the geosciences through cooperation among scientists, librarians, editors, cartographers and other information specialists.

GIS is a member society of the American Geological Institute and an associated society of the Geological Society of America. Membership is open to persons and organizations whose professional activities are related to geoscience and who are interested in the purpose of the Society. Current membership includes nearly 300 representatives from colleges and universities, business and industry, publishing, geological surveys, geological societies and other non-profit organizations.

GIS holds its annual meeting in conjunction with the Geological Society of America. The 1983 annual meeting in Indianapolis included a contributed papers session, a business meeting/luncheon and a symposium entitled "Roles and Responsibilities in Geoscience Information." It was a symposium dealing with issues and principles and, as Unni Rowell, current GIS president, explained, it focused on geology librarians' and other information specialists' roles as "gatekeepers of information." We must not get so "caught up in our technical wonders that we lose sight of the purpose and the standards of information delivery."

In 1982, GIS jointly sponsored the Second International Conference on Geological Information at the Colorado School of Mines. The Third

International Conference is now being planned and will be held in Adelaide, South Australia, in 1986.

Membership in GIS provides an opportunity to help improve the exchange of information in the geosciences and to help make existing information resources and services more effective. A GEOREF User Group was formed at the last annual meeting to help improve accessibility to geological information online, as well as to share practical information on searching and improving online skills. The Society is now working on updating the Union List of Geological Field Trip Guidebooks of North America and the Directory of Geoscience Libraries: U.S. and Canada.

All members receive the GIS Newsletter and a copy of the Proceedings of the annual symposium. If you are interested in becoming a member, call MaryAnn Whitney, Standard Oil Co. of California, Corporate Library (415-894-5330), or write to the Secretary, Geoscience Information Society, c/o American Geological Institute, 4220 King Street, Alexandria, Virginia 22302. If you are working in an information field related to the geosciences, you have a chance to enrich your professional career by participating and interacting with an interesting, active group of colleagues.

-- MaryAnn Whitney

Electronic Life: How to Think About Computers, by Michael Crichton. New York: Alfred A. Knopf, 1983. 209 pages. \$13.95.

Myriads of books on a variety of computer topics are being published these days. While Michael Crichton's book is but one among the masses, he takes a decidedly different and refreshing approach. He demystifies the apparent complexities of computer technology and offers a framework for thinking about computers while also giving some practical nuts-and-bolts guidance on how to use the computer.

Is this the same Michael Crichton whose novels include The Andromeda Strain and The Terminal Man? Indeed, it is. Crichton's credentials for writing this book are certainly dazzling. A medical doctor turned novelist turned filmmaker, he has had a steady interest in computer technology and applications dating back to his undergraduate days at Harvard in the early sixties, where his senior thesis was on computers. Electronic Life is a result of the fact that many of Crichton's friends were turning to him for advice on using microcomputers. From these inquiries, he astutely perceived that people needed to know not only how to work with computers, but more importantly, how to think about the technology.

Crichton deals specifically with attitudes in his introduction: as he plunges past historical developments in the computer industry, he moves quickly to define an attitude for his reader (whether a computer novice or not) to adopt. Convinced that the impact of the computer will be as great as or even surpass that of the automobile and the telephone, Crichton persuades the reader to accept the inevitable: the computer is here to stay, so let's think about how best to use the tool. What follows the introduction, then, is an alphabetical guide to computer specifics. Topics range from the technical (byte, floppy disk, microchip) to the practical (copyright, eyestrain,

paranoia) to the delightfully outlandish ("Bertie's butler," feeding the dog). These short essays and articles are cleverly arranged so a reader, moving from A to Z, is gradually exposed to the computer jargon in a fairly logical and coherent sequence. Crichton's tone throughout the book is that of an informed but casual and easy-going tourguide--reassuring indeed for the reader who may be jittery about using the computer! Also, he makes liberal use of colorful and generally appropriate analogies, as if to reinforce the idea that computers are not as remote as one might imagine or wish.

The book is intended for the computer novice and/or the first-time microcomputer user. Though Crichton has a tendency to oversimplify (as he himself admits) and to use somewhat exaggerated analogies, these are the only significant shadows cast on a book that introduces the topic of computers in a manner that is practical and imaginative.

--Jensa Woo



finger against their lips, from which sh-sh-sh could be heard. Eye strain, tedium and frustration were evident as librarians filed endless stacks of cards and searched through books for information they would not often be able to find. Miser shuddered.

"Take me away from here!" he cried.

Suddenly the stern old woman disappeared and a new apparition was visible. Sans tweed suit and glasses, this young professional woman carried a briefcase containing the latest in personal computer equipment.

"Are you the Spirit of the Library of Christmas Present?"

The ghost smiled in affirmation.

Another trip through the air took them to a library Ebenezer also recognized. As they landed inside, he overheard a conversation among the librarians.

"Poor Marian, she has to work in an antiquated library managed by such a scrooge!" one said, as she input a research request into a database.

"She told me just yesterday that she still has to manually catalog books!" sympathized another as she entered author/title codes at an OCLC terminal.

"Ebenezer Miser won't last long in this age of automation," predicted another.

"Bah! Humbug!" Ebenezer said. At that moment the Ghost of the Library of Christmas Present was replaced by a minicomputer.

"Are you the Spirit of the Library of the Future?" an astonished Ebenezer Miser gasped.

"Follow me," the computer beeped.

Soon they were back at Ebenezer's library, but it had changed. Gone were card catalogs and shelves of books and periodicals. Patrons selected and read library materials at their terminals. Computers replaced reference books as librarians searched any topic through worldwide databases.

"Service has really improved since you've taken charge, Marian," said Bob Cratchit, Ebenezer's

replacement.

"Oh, please, Spirit," pleaded Miser, "I have learned my lesson. Let me return to plan my library for the future."

Ebenezer suddenly found himself back at his desk. Marian was walking out the door.

"Wait!" he cried. "Where is your report recommending expenditures for automating the library?"

"What?" asked Marian. "Why...I have it right here."

"I plan to implement all of them, Marian. Have a merry Christmas."

"Merry Christmas to you, too, Mr. Miser," replied a puzzled but much happier Marian.

--Kit Gardiser, with
apologies to Mr. Dickens

DIRECTORY ADDITIONS

C. Margaret Bell
801 Alvarez Ave., Bldg.4
Apt. #3
Pinole CA 94564

Karen T. Cunningham
7914 Michigan
Oakland CA 94605
415/638-1543

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AG028
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415/271-5703

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San Francisco CA 94111
415/788-8855

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713/776-4367

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Library
100 Pine St.
San Francisco CA 94111
415/951-8460

Jane H. Whittier
5926 Wood Dr.
Oakland CA 94611
415/642-5695

Marian E. Wickline
232 Rutherford Dr.
Danville CA 94526

Lynne D. Wizowski
148 Seventh Ave.
Sanford CA 94118
212/669-0478

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Berkeley CA 94720

Mary Elsie Caruso
635 Main St.
Sausalito CA 94965

Carol B. Chan
454 37 St.
Oakland CA 94609

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4271 Coldwater Canyon
Studio City CA 91604

Colleen J. McFarland
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55 Union St.
San Francisco CA 94111

Barbara J. Montanary
Univ. of California, Riverside
Bio-Agri. Library
Riverside CA 92521

John A. Reis
Datasafe
Marketing
Box 7794
San Francisco CA 94120

Shelley E. Schanfield
261 8th Ave.
San Francisco CA 94118

CHANGES

Diane J. Beck
New phone: 415/456-6307

William A. Bollinger
New phone: 415/422-1100

Lynne E. Brazil
Pettit Martin
Library
101 California St., 35th Fl.
San Francisco CA 94111

Suzanne M. Burwasser
New phone: 415/979-8435

Nancy S. Hamilton
New name and address:
Nancy Mayo
265 Preston Court
Fremont CA 94536
408/733-0100

Don H. Hauser
New phone: 714/683-2115

Randall Marcinko
Dynamic Serv.
P.O. Box 1059
Menlo Park CA 94025
415/323-5753

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Intel Corp.
Technical Information Center,
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Santa Clara CA 95051
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Joseph W. Morganti
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3425 Robinson Dr.
Oakland CA 94602

Mrs. Celine F. Walker
Palais Des Nations
CH-1211 Geneva 10
Switzerland

Pamela M. Wilkes
201 Gault St.
Santa Cruz CA 95062

Calendar

FEBRUARY 1984

2 BRS Introductory Training, San Jose.
Contact: CLASS, 1415 Koll Circle, Suite 101, San Jose, CA 95112, 408/289-1756.

South Bay Cooperative Library System, "Trends in Publishing." Menlo Park City County Chambers.
Contact: Carol Jaech, Santa Clara County Library, 408/293-2326.

3 SLA Joint Education Committee for San Francisco Bay Region Chapter and San Andreas Chapter, "Whose Information Is It Anyway: Changing Currents in Information Access." Grosvenor Airport Inn, South San Francisco. Contact: Alice Wilder, Xerox Palo Alto Research Center, 415/494-4018.

4 Foothill College Library Seminar, "Ethics and Practice of Protecting Technology."
Contact: Betty Nevin or Phyllis Ross, Foothill College, 415/948-8590, ext. 390.

6 BRS Introductory Training, Sci/Tech Publishing Services, Inc. Berkeley. Contact: CLASS, 1415 Koll Circle, Suite 101, San Jose, CA 95112, 408/289-1756.

7 Advanced Search Only RLIN Seminar. San Jose.
Contact: CLASS, 1415 Koll Circle, Suite 101, San Jose, CA 95112, 408/289-1756.

9 Dialog Advanced Seminar, Sci-Tech, Palo Alto and Denver, CO.*
Dialog Advanced Seminar, Patents, Palo Alto.*
Dialog Advanced Seminar, MEDLINE, Salt Lake City, UT.*

14 Dialog Advanced Seminar, EXCERPTA, Palo Alto.*
Dialog Advanced Seminar, Strategy, Seattle, WA.*

15 Dialog Advanced Seminar, MEDLINE, Palo Alto.*
Dialog Advanced Seminar, Bio-Sci, Palo Alto.*

15-17 Medical Library Groups of Southern California and Arizona (MLGSCA) and of Northern California and Nevada (NCNMLG) Joint Meeting. Palo Alto, CA.
Contact: Pamela Jajko, Life Science Library N-239-13, NASA, Ames Research Center, Moffitt Field, CA 94035, 415/965-5387.

16 SLA SF Bay Region Chapter Meeting, "Job Searching Techniques - Panel." Contact: Eunice Azzani, 415/393-4328.

19-22 Art Libraries Society of North America (ARLIS), Twelfth Annual Conference. Stouffer's Inn on the Square, Cleveland, OH. Contact: Pamela Jeffcott Perry, 602/749-9112.

23 Dialog Advanced Seminar, Legal, Tucson, AZ.*

MARCH 1984

3 California Association of Library Trustees and Commissioners (CALTAC). "Library Leadership Workshop." Menlo Park Public Library. Contact: Bea Chute, CALTAC President, 1939 Alta Oaks Dr., Arcadia, CA 91006, 213/355-6119.

4-7 National Federation of Abstracting and Information Services Annual Conference, Crystal City Gateway Marriott Hotel, Arlington, VA. Contact: NFAIS, 215/563-2406.

5-9 Applied Computer Research, Fifth Annual Conference on EDP Performance Management, Holiday Inn Metrocenter, Phoenix, AZ. Contact: Loretta Dryden, 609/995-5929.

6 Dialog Advanced Seminar, Bio-Sci, Seattle, WA.*
Dialog Advanced Seminar, MEDLINE, Seattle, WA.*

8 SLA San Francisco Bay Region Chapter Tour, Graduate Theological Union Library. Berkeley. Contact: Judith Levy, 415/642-5102 (mornings only).

14 Dialog Advanced Seminar, Patents, Los Angeles.*
Dialog Advanced Seminar, Business, Phoenix, AZ.*

15 Dialog Advanced Seminar, Refresher, Palo Alto.*

16 State Census Data Center, "Economic Workshop." Fresno. Contact: Bill A. Balvanz, SCDC, State Dept. of Finance, 1025 P St., Sacramento, CA 95814, 916/322-4651.

17 Foothill College Library Seminars, "Tune In for Life on the Corporate Battlefield." Contact: Betty Nevin or Phyllis Ross, Foothill College, 415/948-8590, ext. 390.

20 SLA SF Bay Region Joint Chapter Meeting with ARMA,
"Records Management." Contact: Mary Wawrzonek,
415/620-4685.

22 Dialog Advanced Seminar, Legal, Palo Alto.*

23 Dialog Advanced Seminar, Strategy, San Francisco.*

24 Northern California Association of Law Libraries
(NOCALL), "Copyright Law." Berkeley. Contact:
Gail Winson, 415/557-0505.

26-28 Society of American Archivists, "Conservation
Workshop." Jackson, MS. Contact: Basic
Archival Conservation Program, SAA 100 S.
Federal, Suite 504, Chicago, IL 60605.

27 Dialog Advanced Seminar, Business, Palo Alto.*

28 Dialog Advanced Seminar, EXCERPTA, Los Angeles.*

29 Dialog Advanced Seminar, Refresher, Albuquerque, NM.*
Dialog Advanced Seminar, Bio-Sci, Los Angeles.*
Dialog Advanced Seminar, MEDLINE, Los Angeles.*

APRIL 1984

17 Dialog Advanced Seminar, EXCERPTA, Phoenix, AZ.*

18 SLA SF Bay Region Chapter Meeting, "Microcomputer
Selection for Libraries - Panel,"
Contact: Vona Oji-Fard, 415/894-2213.
Dialog Advanced Seminar, MEDLINE, Phoenix, AZ.*
Dialog Advanced Seminar, Bio-Sci, Phoenix, AZ.*

MAY 1984

22 SLA SF Bay Region Chapter Meeting, "Celebrity."
Contact: Lone Beeson, 415/982-2541.

23 Dialog Advanced Seminar, Patents, Phoenix, AZ.*

* For Dialog Seminars contact: Training Coordinator,
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PRESIDENT'S MESSAGE

The past few months have been busy ones, and this report is an effort to bring you up to date on some current Chapter issues.

In January, David Lewallen and I attended the SLA Winter Meeting in Colorado Springs. This meeting provides a fascinating opportunity to see the organization in its workaday aspect and to meet colleagues in a friendly and informal atmosphere. A full report of actions taken at the meeting will appear in Special Libraries, so what follows is just a brief summary of two of the items that produced the lengthiest and most heated discussions at the Chapter and Division Cabinet sessions.

First was a subject painfully familiar to us in its local manifestation, namely, problems related to the production and distribution of a membership directory. Because of production costs, Who's Who in Special Libraries is now being distributed free only to Association officers and leaders of Chapters, Divisions and Committees. In response to concern expressed by the Joint Cabinet, the Board established a special committee to study pricing and distribution alternatives and to report back to the Board in June. The Board also agreed to investigate offering production services, on a cost-recovery basis, to Chapters and Divisions wishing to produce specialized directories using portions of the entire membership database.

Also extensively discussed was the issue of whether, and where, and to what extent annual conference proceedings should be published. Again, a committee was established to look into the question and, based on results of a membership survey, to recommend action. A copy of the survey appears in this issue of the Bulletin on page 3. I urge you to complete and return it, as the committee would like to reflect the members' wishes as accurately as possible. If your response is received after the deadline, it will still be included in the committee's oral report in June.

Meanwhile, on other fronts there are other announcements, including some important recent appointments. First, Marc Levin has agreed to serve as Government Relations Liaison to provide regional input to the SLA legislative program. Another critical area involves financial planning. Earlier this year, the Planning Committee undertook a study of Chapter finances, and one immediate recommendation was that we establish a Fundraising Committee. The Board has approved this proposal, and Barbara Gersh has agreed to chair the new committee. I suspect you'll become aware of this committee's activities before very long. Finally, Betty Jo Hardison has agreed to chair the Elections Committee.

One last note: we are in the midst of looking into what appears to be an exciting (and yes, economical as well!) way of producing the joint San Andreas/San Francisco membership directory. I hope, in the next Bulletin, to be able to report specific positive developments in this area.

--Miriam Ciochon

BULLETIN DEADLINES

Articles for inclusion in the next (and last) issue of the Bulletin must be received by May 5. Send notices of coming events to Donna Martinez. Kaleidoscope items should be sent to Sharon Hotz, 654 Second Street, Sonoma CA 95476 (phone 707/938-2631).

JOBLINE NUMBER

The number for the joint San Francisco/San Andreas jobline is 415/339-9541. To list a position, call Elaine Zacher at 415/271-4357.

STRATEGIC PLANNING FOR BOSSES AND LIBRARIANS

At the second annual "Bring your Boss Night" Chapter dinner, Steve McLin, Senior Vice President in charge of strategic planning for BankAmerica Corporation, spoke on the concepts of strategic planning and their application to Bank of America's activities. He defined strategic planning and gave some examples of companies which had found their niche in the marketplace.

Turning to the environment he knows best, McLin discussed the impact of deregulation on Bank of America and the banking industry in general. Increasing competition from companies which had not previously been in the banking business has meant that, strategically, banks have had to redefine their missions. They have had to switch from defining themselves as being in the banking business to thinking of themselves as a financial services industry.

For years, Bank of America had felt its niche and its competitive

advantage lay in its extensive branch system throughout California. A strategic planning study had shown, however, that many branches were too close together and that the cost of maintaining these branches was harmful to the bank's profitability. A reorganization was proposed which would close the smaller branches and move their accounts to nearby larger branches. It was also decided to create 'specialty' branches, on the rationale that loan officers who made real estate or automobile loans on a regular basis were more familiar with the procedures, and thus more productive, than those who did it only occasionally.

Many questions from the audience attested to the popularity of the topic--or possibly to the pervasive presence of Bank of America. In answer to questions, McLin reiterated his belief that the banking industry has been fettered by regulation and that deregulation is a good thing for the industry and for the individual.

--Marydee Ojala

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CONFERENCE REPORTING SURVEY

At the present time, the Proceeding of SLA's Annual Conference are published as follows: selected papers and a general summary in **SPECIAL LIBRARIES**, decisions of the Board of Directors summarized in the **SPECIALIST**, and the business meetings and programs of Divisions as they see fit in their own bulletins.

It has been suggested that this may not be an entirely satisfactory means of communicating the Conference activities to the whole membership. A Joint Cabinet Committee has been formed to survey your opinions on this subject.

PLEASE RESPOND BY APRIL 20, 1984.

Send your questionnaires to the following committee member:

Dan Strehl
Los Angeles Public Library
630 W. Fifth St.
Los Angeles, CA 90071

If you have any questions, call the committee chair: Suzi Hayes,
Gould Inc. PO Box 9148, Ft. Lauderdale, FL 33313 (305) 587-2900 x5176

CONFERENCE REPORTING QUESTIONNAIRE

1. This survey reflects the opinions of an individual
 a chapter
 a division
2. How long have you been an SLA member? 1-4 years
 5-9 years
 10 years +
3. How often do you attend the Annual Conference?
 every year frequently occasionally never
4. If SLA were to publish the full conference proceedings, would you be likely to purchase them?
Yes, if cost did not exceed \$25 \$50 \$75. No
5. Why would you purchase proceedings? reference to take the place of a conference to see what missed at the conference
 other (please explain)
6. On which of the following business meetings do you think full reports should be made available to all members?
 Board of Directors Chapter Cabinet
 Association Committees Division Cabinet
 Division Business meetings Joint Cabinet
7. What format should business meeting reports take?
 minutes short summary long summary

8. If the conference proceedings were published, which of the following would you like to have included?
 General sessions Division programs/panels
 Luncheon speakers Contributed papers
 Poster sessions List of exhibitors
 other (explain)

9. How would you like to receive information on the conference?
 Preprints, individual papers Post prints, individual pa
 Preprints, whole set of papers Post prints, whole set
 Abstracts only (The above are formal papers)

10. Would you like the papers to be indexed? yes no

11. What format would you prefer?
 hard copy microfiche cassette choice of several of these three

12. Where would you like conference reporting to appear?
 As a separate publication All papers in SPECIAL LIBRARIES
 Abstracts in SPECIAL LIBRARIES Selected papers in SPECIAL LIBRARIES
 Combination of abstracts and papers in SPECIAL LIBRARIES
 Business meetings in full in SPECIAL LIBRARIES
 BUSINESS summarized in SPECIALIST continue as is
 other (explain)

13. How should conference reports be made available?
 Have a check-off box on the membership renewal form and pay for them at time of renewal as a separate cost item
 Choose between proceedings or SPECIAL LIBRARIES on renewal form
 Increase dues and receive proceedings as a membership benefit
 Include proceedings in the conference registration fee
 Purchase a a separate publication
 other (explain)

14. Additional remarks:

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Collections concentrate on business and the economy, ecology and the environment, and applied sciences and technology, as well as the other subject fields of concern to state government. Some of the specialized materials available for interlibrary loan are 10K reports, NTIS reports, standards (ANSI, IEEE, etc.), Energy-fiche, government documents (state and federal), legal materials and periodicals.

Monographs and California state documents cataloged since 1978 are online on RLIN and partial holdings, including documents, will be in the next edition of CATALYST.

Although the Library cannot do on-request searches of specific data bases, more than 200 are available for reference use, including the DIALOG, ORBIT, and NLM data bases, and the Library will soon have LEXIS and NEXIS.

For loan, reference, or renewal:

Electronic mail: OnTyme CSL.ILL

Mail: California State Library
Reference Center
P.O. Box 2037
Sacramento, CA 95809

Mail request forms are free from the Library's Business Services Office, at the above mailing address.

Phone: Desk staff handles both loan and reference requests. For more information on collections and services, ask for the contact person:

Documents - contact John Cully in

the Government Publications Section, at 916/445-5156
Law - contact Esther Huston in the Law Library at 916/445-8833
All other - contact Audrey Moore in the Reference Center at 916/322-4570.

More information on collections and services is in Services for Libraries: Interlibrary Loan and Reference. Request a free copy from the Library, attn: Karen Potts, State Library Services.

Selected current acquisitions on office management and supervision, office automation and data processing, managerial planning and organizational behavior are listed in Management Trends. To get on the mailing list for this free publication, call or write the Reference Center. Those visiting Sacramento may also call the Reference Center for orientation and tours.

--Charlotte Harriss
Assistant Chief for Public Services

CHAPTER FINANCES

Several chapter members have expressed concern about expenses, income, subsidy and service. In 1982, the three major sources of income were:

Bulletin	\$1581
Interest	926
Other	3518

	\$6025

Major expenses were:

Bulletin	\$3469
Program	2474
Directory	3719

	\$9662

The chapter provides three basic services to members and is subsidized at the rate of \$5.25 per member from SLA dues. In 1982, our allotment was based on total membership of 626. The cost per member for chapter services was:

Bulletin	\$3.00
Directory	5.94
Program	3.95 (for printing and postage)

	\$12.89
Allotment	- 5.25

	\$ 7.64 subsidy chapter

The chapter must provide an additional \$7.64 per member, or \$4782 per year, to provide service at these levels. This year, with no membership directory, the subsidy per member will drop to \$1.70, or \$1064 for the year.

--Angela Brunton
Finance Chair

RAFFLE KICKS OFF WORK OF FUND RAISING COMMITTEE

A signed limited edition print entitled Morphos '84 is being raffled at the March, April and May Chapter Meetings. Donations are \$1 or 6 for \$5. The drawing will be held at the May 22 meeting; you need not be present to win.

The print, which was commissioned by the Rocky Mountain Chapter of SLA to celebrate the 75th anniversary of the Association, illustrates the development of the computer chip from ancient hieroglyphs in subtle pastel shades. The framed 29" x 23" print will be on display at each meeting.

This raffle marks the first fund raising project of a new Chapter committee chaired by Barbara Gersh. So help the Chapter's finances by buying a chance or two or six and possibly enhance your library or home with this stunning artwork. If you are unable to attend a meeting but want to purchase chances and help the Chapter's financial well-being, contact Maureen Madsen at 874-5178.

If you don't win the print but would like to purchase a copy, send a check for \$24 payable to SLA Rocky Mountain Chapter to:

S. Stowe
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Denver Museum of Natural History
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Denver CO 80205

--David Lewallen

CALIFORNIA MUNICIPAL AND COUNTY DIRECTORY AVAILABLE

Do you find it difficult to locate the charters, codes or ordinances of the various cities or counties in California? The Northern California Association of Law Libraries has recently published California's Municipal and County Charters, Codes and Ordinances: A Directory of Availability. This directory indicates the libraries as well as governmental locations where these laws can be purchased, researched or photocopied. If you would like to purchase a copy, send a check for \$11.00, payable to Alice McKenzie, to:

Alice McKenzie
Brobeck, Phleger & Harrison
Spear Street Tower
1 Market Plaza
San Francisco CA 94105

DATABASE MANAGEMENT SYSTEM PROFILE: BASIS

On February 8, Marydee Ojala of the Bank of America Reference Library hosted an online demonstration of BASIS, an interactive and integrated library system that includes acquisitions, cataloging, technical processing, and online thesaurus, serials control, SDI and circulation. The presentation was made by Pam Cibbarelli, formerly president of Cibbarelli Associates and currently West Coast marketing representative for Battelle Software Products Center.

According to Cibbarelli, the system is programmerless and requires little or no assistance from the organization's computer center staff. Battelle claims that after 4-5 days each of training, the database administrator and the library staff can create a database structure and define database fields. BASIS runs on both mainframes and minicomputers, including VAX, IBM, DEC, PRIME and WANG. Programming language is ANSI Fortran and Assembler routines for I/O.

The maximum length for a record is 10,000 characters, with no restriction on length of the fields. The system allows creation of a record either in online or batch mode, modification of the record and creation of reports on- or offline. It is not truly an online interactive system, since it stores records which have been modified online until a batch update of the database is executed.

BASIS retrieval from the online catalog is both free text and through controlled vocabulary. The retrieval system uses a fully interactive query language with full boolean logic and proximity operators. Dial-up access to the online catalog is possible using a "user-friendly" menu-driven approach or a direct search approach for sophisticated searchers.

The acquisitions module includes generation of purchase orders, vendor database, membership information and financial analysis capabilities. Online queries of order status are

possible, as is blindfolding certain fields for varying levels of security.

A Datapro 70 report on BASIS was published in June 1983, and contains a detailed software evaluation.

--Elena Herdman

SFPL LITERACY PROJECT

The Friends of the San Francisco Public Library are jointly sponsoring PROJECT READ, a program using existing agencies for teaching English-speaking adults to read. Tutor training workshops are being offered in April; the registration and materials fee is \$15. If you would like to participate in this project by posting a notice in your library or by tutoring, call Olive Gamble at 621-7323.

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SLA 75th ANNUAL CONFERENCE TO
BE HELD IN JUNE

Special Libraries Association's 75th annual conference, to be held June 9-14 at the New York Hilton and the Sheraton Centre, will focus on "Information in the Electronic Revolution." More than 4000 librarians and information managers are expected to attend.

Gail Sheehy, author of Pathfinders and Passages, will speak at the General Session "Information and Lifestyle." The title of her presentation is "Pathfinders Made, Not Born."

Manufacturers and suppliers will exhibit their products on the second floor of the Hilton. There will also be an Electronic Information Fair which will provide an opportunity to examine hardware and software products firsthand.

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LINK TO TELEX THROUGH ONTYME

The long-awaited link between OnTyme and International TWX and Telex subscribers was established in February, making direct access between the communications networks available to all users in CLASS. The new link, offered by FTCCCommunications in New York, allows OnTyme subscribers to send messages directly to TWX and Telex subscribers through FTCC's switch. FTCC performs the speed and protocol conversion, then forwards the message. There are no additional charges for the conversion and switching service. For application forms or additional information, contact CLASS (408/289-1756) or Jan De Deka at FTCC (212/559-9742).

SDC ORBIT GROUP ACCESS OFFERED
BY CLASS

The recent announcement of a minimum monthly billing charge by SDC led to discussions between SDC and CLASS on cooperation among members with low volume use. By joining the SDC/CLASS group, libraries can avoid the minimum monthly charge. If enough libraries join, CLASS may be able to offer discounted hourly rates. The group is open only to CLASS members. There is a \$40.00 annual password fee and a \$10.00 fee for any month in which the password is actually used. For more information, contact Karen Barcellos at CLASS.

BOARD CONSIDERS FINANCES

At the Chapter Board meetings on January 24 and February 16, finances were the major topic of discussion. Ginette Polak distributed copies of the Chapter's financial statement.

The Board unanimously approved a motion to add 50 cents to dinner meeting prices, after rounding up. Seyem Petrites and the Hospitality Committee were asked to consider the logistics of collecting a late registration fee and to make recommendations for next year. Bulletin articles and an in-process survey questionnaire will ask for possible corporate underwriting of the printing and folding of meeting notices.

The Planning Committee recommended the establishment of a committee to act on the many fundraising suggestions received. The board approved the suggestion. Barbara Gersh will chair the committee.

Other suggestions for saving money were to mail the Bulletin third class, to increase fees for continuing education workshops, and to accept non-library advertisements for the Bulletin.

The San Andreas Chapter has invited us to participate in producing a new directory. Louis Addis at the Stanford Linear Accelerator Center has offered to input the data at minimal cost. This directory would have more information per page and the same extra features as the current directory, and it would be looseleaf. Cost would be substantially less than the last directory. The Board endorsed the suggestion and agreed to participate in pursuing the idea further. The Fundraising Committee was asked to begin activities soon, with the idea of supporting a new directory.

The Planning Committee recommended that the Hospitality Committee identify people attending meetings for the first time and assign a "buddy" to meet and welcome them. Also suggested was a meeting evaluation form similar to one used by ARMA.

Betty Jo Hardison was unanimously approved as chair of the Elections Committee. The Nominating Committee chair and the Chapter Secretary are automatically members of the committee; one more member will be selected.

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Stanford University Libraries (SUL) is considering limiting access to the Science and Engineering branches. Only individuals possessing a valid Stanford identification card--student registration card, faculty-staff ID, purchased privileges card, etc.--would be allowed access to the University Libraries. The Engineering Library will be conducting a study during the month of May to estimate the number of people affected by such a policy. So we ask that outside users be prepared to show IDs to our entrance checkers and purchase library privileges if they do not already have them. Please bear with us. We will make every effort to minimize inconvenience during the study. If you have any questions regarding the purchase of privileges, contact the Privileges Division at 497-1491.

Marylou Pierce is now working at Arthur Andersen & Co. Marylou was formerly with the Mechanics' Institute Library.

Joanna Beyer, formerly with Arthur Andersen & Co., is now at Kaiser Electronics in San Jose.

Ellen Warneke, who formerly worked for IBM as a Librarian, is now Librarian at Four-Phase Systems in Cupertino.

Dorothy Grevera, formerly Librarian at Four-Phase Systems, is now Manager of the Library.

Linda McKell, formerly Manager of the Library at Four-Phase Systems, has now started her own business, Advanced Information Management.

Mark Baer has been selected to receive the 1983 SLA Hall of Fame award.

Michelle Ridgeway is now Design Librarian at Beier & Gunderson in Oakland. Michelle was formerly with Levi Strauss.

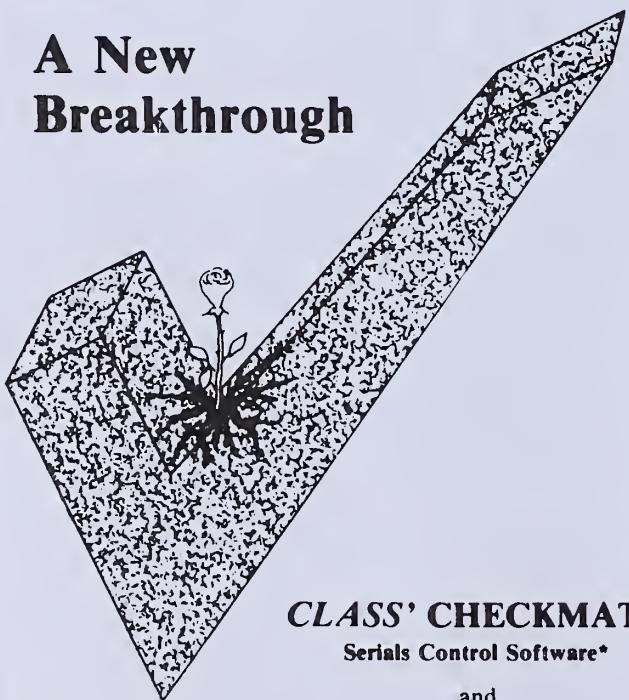
Lynne Wizowski is now Reference Librarian at Ampex Corporation. Lynne was formerly Librarian -- Engineering & Safety Service, American Insurance Association.

Stella Chan is now Librarian at Semiconductor Equipment and Materials Institute. Stella was formerly with the San Francisco Public Library.

Mary Woempner has been promoted at Golden Gate University from Secretary to the Vice President for Administration to Assistant Reference Librarian in the General Library. Mary formerly worked in the General Reference Department of the Main Library at U.C. Berkeley.

Dorothy Paulsen Stewart, formerly Associate Librarian at Utah International, has started her own Graphic Design Business.

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THE JOB SEARCH

The February chapter meeting which took place at the Berkeley City Club was highlighted with a discussion from 3 different perspectives on the basics of job searching. One viewpoint was that of a new library school graduate seeking her first professional position; a second was that of the employed librarian looking for another position; and the third was that of an executive recruiter.

Mary Torres, a recent graduate of UC Berkeley, described her nine-month job search and some of the "dos and don'ts." Her strongest suggestion was to focus your energies on the kind of library where you want to work and only apply for the best jobs. She advised against applying for library tech or paraprofessional positions because it is harder to get the momentum for continuing your search when "the money is coming in." She also emphasized the importance of not selling one's self short. In other words, apply for jobs that may ask for more experience than you have. Frequently, enthusiasm and willingness to learn can make up the difference. Torres stated that following up interviews with short letters was the key to her getting a position at the Bancroft Avery & McAlister Library.

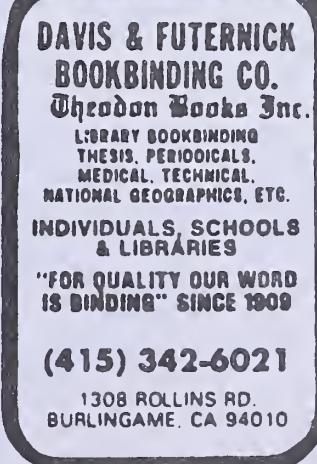
Marylou Pierce, who has recently become librarian at Arthur Andersen & Company, spoke from the viewpoint of a librarian who in order to grow professionally decides to change positions. She mentioned the sources of information on jobs--library colleagues, library school placement services, executive recruiters, and joblines--and also the question of whom should you tell when you're getting into the job market. In preparation for interviews she listed some recurring question: 1) Tell me a little bit about yourself? Which really translates: Are you well adjusted? Will you fit in? 2) What can you do for us? This is usually a second-interview question. 3) What are your major strengths? Weaknesses? Pierce suggested a possible weakness might be "impatience with people who

don't work hard!" 4) Why do you want to leave your present job? This is not the time to call your supervisor names! 5) What do you see yourself doing 3 to 5 years from now? and 6) What would you do like to ask me? Be sure to have your questions ready for this one. Pierce felt the salary questions should be saved for last and that it is more appropriate to let the interviewer bring it up.

Jeff Bartlett, a "headhunter" from The Chester Group, immediately noted the importance of a good 1 to 2 page resume, without photographs or objectives included. He advocated a good presentation of one's self in an interview. If you haven't interviewed in a long time, it would be well to role-play beforehand with friends. Bartlett felt that a possible response to make when asked about salary expectations might be, "Based on what you know of my experience, I'm sure that any offer you make me will be reasonable." This effectively throws the ball back in the interviewer's hands.

There were many questions and comments from the audience. The discussion was lively and it was with reluctance on the part of many that the meeting came to a close.

--Marie Tilson



DUPLICATE EXCHANGE

The Duplicate Exchange is a forum for both giveaways and "wants." Please send your list to Duplicate Exchange chair Mary Anne Hoopes at the Library, Clorox Technical Center, P. O. Box 493, Pleasanton, CA 94556, or phone 415/847-6343.

Standard Oil Company of California is giving away the following items: AFRICA-MIDDLE EAST PETROLEUM DIRECTORY, 1982; AMERICAN MEN AND WOMEN OF SCIENCE (PHYSICAL AND BIOLOGICAL SCIENCES) 12th ed. 6v.; ANNUAIRE STATISTIQUE de la FRANCE, 1982; ARABIAN YEARBOOK, 1981-82; ASIA-PACIFIC PETROLEUM DIRECTORY, 1983; BOOKS IN PRINT PAPERBOUND, Fall 1980; Spring 1981 2v.; CALIFORNIA MANUFACTURERS REGISTER, 1982; CHEMICAL BUYERS DIRECTORY, 1983; CONGRESSIONAL STAFF DIRECTORY, 1981. 3c; 1982; DIRECTORY OF ALASKA COMMERCIAL ESTABLISHMENTS, 1984; DIRECTORY OF DIRECTORIES, 1980; DIRECTORY OF SHIPMENTS, SHIPBUILDERS AND MARINE ENGINEERS, 1978; 1980; 1981 3c; 1982 2c; EUROPEAN PETROLEUM DIRECTORY, 1982; EUROPEAN PETROLEUM YEARBOOK, 1981-82; FAMILIAR QUOTATIONS, 14th ed.; FAR EAST SHIPPING, 1980-81; FINANCIAL POST SURVEY OF INDUSTRIALS, 1982; FINANCIAL TIMES MINING INTERNATIONAL YEARBOOK, 1981; HYDROCARBON PROCESSING CATALOG, 1981; INTERNATIONAL WHO'S WHO, 1981-82; IRREGULAR SERIALS AND ANNUALS, 1980-81; MARCONI'S INTERNATIONAL REGISTER, 1980; MOODY'S BANK AND FINANCE MANUAL, 1981, v.1, 2; MOODY'S INTERNATIONAL MANUAL, 1982; MOODY'S OTC INDUSTRIAL, 1980; NATIONAL DIRECTORY OF ADDRESS AND TELEPHONE NUMBERS, 1982; NATIONAL FACULTY DIRECTORY, 1981, v.1, 2; 1982 v.1, 2; OIL AND GAS DIRECTORY, 1981-82; PACIFIC SHIPPER'S DIRECTORY, 1981; 1982-83; PETROLEUM MEETINGS AND TRADE SHOWS, 1982; 1983; POLK'S WORLD SHOWS, 1982; 1983; POLK'S WORLD BANK DIRECTORY NORTH AMERICA, SPRING, 1981, 2v.; Fall, 1981; SAE HANDBOOK, 1982, pt. 1, 2; STANDARD AND POOR'S SECURITY DEALERS OF NORTH AMERICA, SPRING, 1981; STATE OF CALIFORNIA TELEPHONE DIRECTORY, April 1981; July 1983, 2c.; STATESMAN'S YEARBOOK, 1982-83; THOMAS REGISTER, 1982, 17v;

TRANSACTIONS OF THE AMERICAN SOCIETY OF CIVIL ENGINEERS, 1978; 1979; 1980; U.S.A. OIL INDUSTRY DIRECTORY, 1982; WHO'S WHO IN FINANCE AND INDUSTRY, 1979-89; YEARBOOK OF INTERNATIONAL ORGANIZATIONS, 1981; YEARBOOK OF LABOUR STATISTICS, 1979. Contact Lezlee Prophet at (415) 894-9896.

Heidrick and Struggles, Inc. has the following giveaways: HAMBRO EUROMONEY DIRECTORY, 1981; ELECTRONIC NEWS FINANCIAL FACT BOOK, 1981; POST'S PULP AND PAPER DIRECTORY, 1977; MUNICIPAL YEAR BOOK, 1978; DIRECTORY OF TOP COMPUTER EXECUTIVES, 1981; KEYSTONE COAL INDUSTRY MANUAL, 1977; STANDARD DIRECTORY OF ADVERTISERS, 1982; WHO'S WHO IN THE WEST, 1988-81; WHO'S WHO IN FINANCE AND INDUSTRY, 1979-1980. Contact Deborah Doyle to arrange for pick-up, at (415) 981-2854.

Mechanics' Institute Library has published the 1984 Holdings List. This is available by mail for \$6 or for \$5 if you drop by the office. Contact Irene Hill at (415) 421-1750.

--Glorianne Wong-Jacuzzi

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WHOSE INFORMATION IS IT ANYWAY? --
CHANGING CURRENTS IN INFORMATION
ACCESS

On Friday, February 3rd, approximately 100 librarians gathered at the Grosvenor Airport Inn in South San Francisco to hear seven speakers address the issues of information economics and access from a variety of viewpoints at the most recent workshop sponsored by the Joint Education Committee of the San Andreas and San Francisco Chapters of SLA. Dean Hayes, from the UCLA Library School, gave the keynote address on "Information in the Economy." He outlined the dramatic growth of the information sector of the economy, discussed information services as a sector within the corporate environment, and finished with a qualitative outline of the positive and negative impact of information services on profitability.

Steve Teigland, from the U.S. Bureau of Labor Statistics, outlined the major information gathering and dissemination programs of the Bureau and described the effects of the major budget-cutting the Bureau underwent in the recent past.

Beginning with an eye-opening chronology of federal actions related to freedom of access to information, California State Librarian Gary Strong addressed access issues from his perspective as a member of the ALA Committee on Freedom of Access to Information. Some of the issues that group is addressing include: measures needed to guarantee that electronic publishing not be subject to broadcast regulations, changes in copyright due to changing technology, planning for a national information system, the future of the book in society, and a Public Lending Rights bill. Mr. Strong commended SLA on pursuing the topic of information access and challenged us to continue the discussion.

Joseph Caponio, director of the National Technical Information Service, addressed the government's role in information transfer and outlined some related issues to be considered: which government sci-tech services

are needed for the public good, pricing, which segments of sci-tech information should be controlled for defense purposes, what technical data need export controls to protect the U.S. economic position, and intellectual property issues.

Downloading--of concern to increasing numbers of librarians--was addressed by Fran Spigai. She detailed the amount and types of downloading currently occurring, the pricing strategies database producers are developing, and the trends in the current downloading environment. Richard McCoy, of the Research Libraries Group, began with a description of RLG activities in the areas of collection development, preservation and technology, and ended with a fascinating discussion of the emergence of copyright issues vis-a-vis bibliographic utilities.

The final speaker of the day was Yale Braunstein of the UC Berkeley School of Library & Information Studies. He related information access and distribution to price and value and noted that it is the multi-dimensional aspects of information which make it a problem: things are so inter-related that it is difficult to price units of information.

This was an intellectually full and challenging day. SLA might do well to accept Mr. Strong's challenge to continue this discussion, as the topic of information access and distribution has many ramifications for our profession.

-- Camille Wanat

SPRING SLA WORKSHOP:
BYTE BACK WITH SOFTWARE

"Byte Back with Software--Microcomputers in Libraries" is the title of the next workshop to be presented by the Joint Education Committee of the San Andreas and San Francisco Chapters of SLA. It will be held on Friday, April 27th at the Grosvenor Airport Inn in South San Francisco.

Software packages--appropriately chosen and effectively used--are the key to successful use of microcomputers in libraries. This seminar will begin with an overview of pc software packages for library use by Jeanne Nolan, a well-known consultant in the field. The primary types of software packages--financial and statistical analysis (spreadsheets), word processing, and file management systems--will be covered. A special feature of this workshop will be case study reports from the field: short, practical presentations by our Bay Area colleagues outlining their library applications of software packages. These case studies will cover a variety of hardware and software configurations. The day will end with an open question and answer period, moderated by our keynote speaker.

The cost of this all-day seminar is \$50.00 (includes lunch) and registration closes on April 20th. SLA members should have already received brochures about this workshop. For further information, contact Wess-John Murdough at H. J. Degenkolb Associates, (415) 392-6952.

--Camille Wanat

GTU LIBRARY TOUR

A joint SLA SF Bay Region Chapter and BALIS tour of the Graduate Theological Union Library in Berkeley took place March 8, 1984. Diane Choquette, GTU Reference Services Librarian, informed the touring librarians that GTU was formed in 1962. The Union consists of 9 seminaries, including Catholic, Protestant and non-denominational faiths. When the Union was formed, each seminary had its own library.

I was interested in attending this tour since my first library job was in 1965 as a student assistant in the GTU Bibliographical Center, which did central ordering, cataloging and processing for the member seminary libraries.

Three years ago the collections of all 9 seminaries were merged into the GTU Library at 2400 Ridge Road. The integration of 350,000 volumes and 2500 periodicals has been a challenge since three different classification schemes (DDC, LC and the Union Seminary Classification System) had been used prior to 1954. The GTU Library now has a staff of 8 librarians, 15 library assistants and many student assistants. One of the student assistants wrote a circulation program for use on the library's microcomputers.

A particularly unique collection is the New Religious Movements Collection of over 500 organizations. Begun in the 1960s as a result of interest in counter-culture religious movements, this ephemeral collection of flyers and pamphlets includes information on the Unification Church, Scientology, Sufism, Budhism, occult and metaphysical movements, witchcraft and new age communes.

The GTU Library is open for browsing to all students of religion and has cooperative buying and ILL arrangements with both Stanford and UC Berkeley.

--Elena Herdman

DIRECTORY CHANGESCHANGES (con't)

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Change address: 8 Cecil Avenue, Apt.C
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Keith J. Anderson

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New phone: 415/496-3000

California Medical Association

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San Francisco CA 94103

New phone: 415/863-5522

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Marylou Pierce

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Bio-Agri. Library
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Mary E. Canavan (dropped SF Chapter)

Oda B. Hansen

Christine M. Jacobs

Mollie C. Mortyn

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Michael R. Bryant
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Pacifica CA 94044
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Karen T. Ceppos
San Jose State University
Div. Library Science
Washington Square
San Jose CA 95192
408/277-2280

Linnea J. Christiani
1125 Euclid Ave.
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Helen G. Cook
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San Francisco CA 94123
415/561-2465

DIRECTORY ADDITIONS (con't)

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Burlingame CA 94010
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Beverly L. Hemingway
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415/894-1816

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Lee F. Perkins
3096 Allenwood Dr.
San Jose CA 95148
415/852-6993

Susan K. Prather
39 Morningside Drive
San Francisco CA 94132
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Ilene F. Rockman
2480 Coburn Lane #2
Pismo Beach CA 93449
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3305 Middlefield Rd.
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415/494-3269

Elizabeth H. Walton
1376 12 Ave.
San Francisco CA 94122
415/285-9193

Michael B. Williams
P.O. Box 10098
Berkeley CA 94709
415/528-5311

MAY

Calendar

3-4

UC Davis Library's 5th Annual Library Management Institute, "Needs Assessment: Purpose, Technique and Theory," Faculty Club, Davis. Contact: Registration Office, University Extension, UC Davis, Davis, CA 95616, 916/752-0880.

Engineering Information Inc. online workshop on COMPENDEX and EI ENGINEERING Meetings, Palo Alto. Contact: Engineering Information Inc., 345 E. 47th St., N.Y., NY 10017, 800/221-1044.

Engineering Information Inc. online workshop on COMPENDEX and EI ENGINEERING Meetings, San Francisco. Contact: See April 5 listing.

California State Library workshop on "Effectively Using Your Time," Sacramento. Contact: Gail McGovern, CSL, 916/322-0369.

Foothill College Seminar, "What's an RLIN?" Los Altos Hills. Contact: Betty Nevin or Phyllis Ross, Foothill College, 12345 E1 Monte Ave., Los Altos, CA 94022, 415/948-8590 ext. 390.

SLA San Francisco Bay Region Chapter and the American Society for Information Science (ASIS) dinner meeting, "Microcomputer Selection for Libraries," Lake Merritt, Oakland. Contact: Daniel Krummes, 415/642-3604.

AJ Seminars, "Introduction to Legal Research," Hotel Bellevue, San Francisco. Contact: AJ Seminars, 11205 Farmland Dr., Rockville, MD 20852, 301/881-4996.

SLA Joint Education Committee for San Andreas Chapter and San Francisco Bay Region Chapter Spring Workshop, "Byte Back with Software: Microcomputers in the Library." Grosvenor Airport Inn, South San Francisco. Contact: Wess-John Murdough, H.J. Degenkolb Associates, 415/392-6952.

Management Contents Workshop, Palo Alto. Contact: Melissa Gantner, 800/323-5354.

Foothill College Seminar, "The Emerging Revolution in Access to Information: Or, How to Attach Your Personal Computer to the World's Largest Electronic Library," Los Altos Hills. Contact: See April 14 listing.

APRIL 1984

5 Engineering Information Inc. online workshop on COMPENDEX and EI ENGINEERING Meetings, Palo Alto. Contact: Engineering Information Inc., 345 E. 47th St., N.Y., NY 10017, 800/221-1044.

Engineering Information Inc. online workshop on COMPENDEX and EI ENGINEERING Meetings, San Francisco. Contact: See April 5 listing.

California State Library workshop on "Effectively Using Your Time," Sacramento. Contact: Gail McGovern, CSL, 916/322-0369.

Foothill College Seminar, "What's an RLIN?" Los Altos Hills. Contact: Betty Nevin or Phyllis Ross, Foothill College, 12345 E1 Monte Ave., Los Altos, CA 94022, 415/948-8590 ext. 390.

SLA San Francisco Bay Region Chapter and the American Society for Information Science (ASIS) dinner meeting, "Microcomputer Selection for Libraries," Lake Merritt, Oakland. Contact: Daniel Krummes, 415/642-3604.

AJ Seminars, "Introduction to Legal Research," Hotel Bellevue, San Francisco. Contact: AJ Seminars, 11205 Farmland Dr., Rockville, MD 20852, 301/881-4996.

SLA Joint Education Committee for San Andreas Chapter and San Francisco Bay Region Chapter Spring Workshop, "Byte Back with Software: Microcomputers in the Library." Grosvenor Airport Inn, South San Francisco. Contact: Wess-John Murdough, H.J. Degenkolb Associates, 415/392-6952.

Management Contents Workshop, Palo Alto. Contact: Melissa Gantner, 800/323-5354.

Foothill College Seminar, "The Emerging Revolution in Access to Information: Or, How to Attach Your Personal Computer to the World's Largest Electronic Library," Los Altos Hills. Contact: See April 14 listing.

5

UC Davis Library's 5th Annual Library Management Institute, "Needs Assessment: Purpose, Technique and Theory," Faculty Club, Davis. Contact: Registration Office, University Extension, UC Davis, Davis, CA 95616, 916/752-0880.

Washington Researchers Ltd. seminar, "The Keys to Gathering Company Intelligence," San Francisco. Contact: Washington Researchers Ltd., 2612 P St., NW, Washington, D.C. 20007, 202/333-3499.

ARMA Golden Gate Chapter, "Automation and Records Management Workshop," Dunfey Hotel, San Mateo. Contact: Jim Sikora, 408/947-6609.

Foothill College seminar, "Latest Developments in Telecommunications, Teleconferences, Local Area Networking, Etc." and "Optical Storage Technology: An Electronic Edsel or the Wave of the Future?" Los Altos Hills. Contact: See April 14 listing.

Information Access Company training workshop on MAGAZINE INDEX, NATIONAL NEWSPAPER INDEX, TRADE INDUSTRY INDEX, LEGAL RESOURCE INDEX and NEWSSEARCH, Belmont. Contact: Susan Higgins, Information Access Co., One Davis Dr., Belmont, CA 94002, 415/591-2333.

SLA SF Bay Region Chapter Meeting, "Celebrity Speaker Lynne Joiner, TV News Journalist", Les Joullins, San Francisco. Contact: Kristi Wessenberg, 415/983-1999.

JUNE

6

PTS Training Seminar, San Francisco. Contact: Seminar Department, Predicasts, Inc., 11001 Cedar Avenue, Cleveland, OH 44106, 800/321-6388 or 216/795-3000.

PTS Update Seminar, San Francisco. Contact: See June 6 listing.

SLA 75th Anniversary Conference, "Information in the Electronic Revolution," New York Hilton/Sheraton Centre, New York City. Contact: Special Libraries Association, 235 Park Avenue South, New York, NY 10003.

9-14

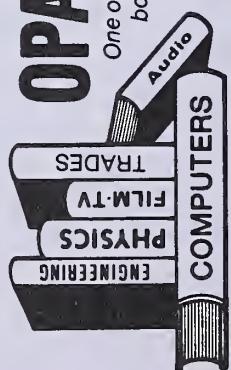
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In this issue we become ambitious. Elena Herdman surveys library and information service articles that have appeared in non-library journals, and Linda Kraemer provides as comprehensive a view of what to do in New York as our limited space permits. Also, as a change from the usual library profile, consulting librarian Keith Anderson discusses the joys of self-employment.

Space constraints in the last few issues have kept me from publicly recognizing the outstanding contributions of the Bulletin committee, but I couldn't let my editorial stint come to an end without thanking them for making a difficult job so easy.

It's difficult to edit a newsletter in Walnut Creek when the newsletter's printer is located in San Francisco. Jay Smith, Donna Martinez and Jensa Woo have been generous with their time in running back and forth to deliver copy, pick up extra issues, and negotiate details.

Jensa Woo and Diane Rosenberger have saved who-knows-how-much typing and layout time by donating their word-processing services. Elena Herdman and Camille Wanat have faithfully written articles and recruited reporters. Fran Brunet and Dorothy Stewart, despite new jobs and new marriages, have given us our member profiles and Kaleidoscope column. Glorianne Wong-Jacuzzi has edited the Duplicate Exchange column and sent me copy that never needed retyping. And Gary Handman's cartoons have been entertaining, as always. Gary has unfortunately been swamped with other commitments, but I'm grateful for his contributions.

We didn't discover any great little Mexican restaurants this year, but we did discover that three people can do paste-up in one hour if the entire issue is word-processed. I'm not sure this isn't the more valuable discovery.

Perhaps the lightness of heart I feel as I write this comes from knowing that it's the last time. It's been fun--all that bustle, and I hardly had to write anything at all!

--Elyse Eisner

Two areas, each having major ongoing implications, dominated the Chapter year. One involved new directions in cooperative and networking activites, while the other had to do with financial and other long-term planning efforts.

There were a number of positive new developments in the networking area. Representatives of the Chapter attended several meetings of the Bay Area Library Information Network (BALIN) to explore areas of possible cooperation and resource sharing. In addition, Chapter representatives attended meetings organized by the Peninsula Library System to discuss the feasibility and desirability of forming a new, large, regional, multitype network. Finally, the presidents of both this Chapter and the San Andreas Chapter, along with the Northern California representative to the state's Master Plan implementation task force, met with State Librarian Gary Strong to talk about ways of removing barriers to full participation by special libraries in multitype networks.

While we looked at future options for cooperative projects, we continued to participate in numerous joint acitivites with other chapters and organizations. There were two programs produced by the joint San Francisco/San Andreas Education Committee, both notable successes in terms of quality and financial return. The Jobline continued as a shared San Francisco/San Andreas effort, with our Chapter taking responsibility for maintaining it this year and next. To date, more than 160 positions have been announced on the Jobline, and responses from employers indicate that many positions were filled by applicants who first learned about openings from the Jobline. Lastly, there were joint programs not only with San Andreas, but with both ASIS and ARMA as well, in addition to a Christmas party with the California Library Association.

In the area of financial management, significant progress was also made--due, in large part, to the efforts of an especially enthusiastic

(continued on p. 6)

The San Francisco Bay Region Chapter Executive Board met April 18, 1984 at the Lake Merritt Hotel. David Lewallen reported on the planned directory to be shared with the San Andreas Chapter. The estimated cost of the entire directory will be under \$1500, to be shared between the two chapters. Questionnaires will go out in mid-May and be due back by May 31. Since the information is going into Stanford's computer files, it will be publicly accessible online.

The Needs Assessment Survey to members was discussed and revised. The survey was unanimously approved as amended. The long-range plans and goals draft was tabled until a later meeting.

Seyem Petrites presented the recommendations of the Hospitality Committee for reducing financial losses on dinner meetings. The Board agreed to add the following surcharges to the procedures for next year: an extra fee for "at door" reservations; an extra fee for non-members; a small fee for "meeting only" participants; and a charge for "no-shows" who have not paid in advance. No-shows will be billed for the cost of the meeting; the other charges will be in the \$2-3 range.

Sara Crew-Noble reminded Board members that changes to the Procedures manual should be sent to her by June 15th.

--LaVonne Jacobsen

Dear Elyse,

For the fourth time this year the Bulletin of the San Francisco Bay Region Chapter of SLA has thrown my day off schedule! I sit down with a pile of Chapter bulletins that I receive as Chapter Cabinet Chairman, intending to whistle through the lot in an hour or so; but then I find myself reading yours cover to cover, and suddenly my time is up!

You and your talented Bulletin staff certainly do pack a lot of quality information into each issue. I particularly like the excellent reports of the Chapter's meetings and programs...next best thing to being there myself.

Keep up the excellent work. The stronger the Bulletin, the stronger the Chapter.

Sincerely,
Didi Pancake
Chapter Cabinet Chairman

Thank you, Didi! Your letter made my week.

Elyse

CORRECTION

Thanks to a computer foul-up in New York, the directory changes in the last Bulletin were a mite confused. One mistake that got past us involved Jennifer Futernick, who is still at McKinsey & Co., not at Baker McKinsey Law Library (wherever that may be).

If you notice any other errors in the directory changes, please send them to David Lewallen to give to next year's editor!

HOW TO TASTE THE BIG APPLE

Although I've been living in the Bay Area for six years, I'll always be a New Yorker. I won't be able to attend the conference this year, but I thought I would pass on some tips on things to do while you're in New York.

Shopping

You will be near some of the best shopping in the world. Walk along Fifth Avenue and check out some of the designer boutiques like Ferragamo and Gucci. Don't be surprised if you hear more Italian these days on Fifth Avenue than English.

Department stores include Saks and Bergdorf Goodman. The FAO Schwarz on 58th and 5th makes the one in San Francisco look very pale by comparison.

For jewelry, there are Tiffany's and Cartier's. For jewelry at a discount, there is Fortunoff's. The diamond district runs on 47th St. between 5th and 6th Avenues (6th Avenue is officially the Avenue of the Americas, but no one calls it that). You can get some good deals on 47th St. if you bargain, but be careful. And remember, the stores on 47th St. are closed on Saturdays since they're run by Hasidic Jews.

For more bargain hunting, and for those of you who are more adventurous, consider a trip to the Lower East Side. Here you can get great prices on expensive linen, leather goods and clothes. Go in groups, since the best way to get there is by subway. Ask at your hotel for more specifics. One of my favorite stores for designer clothes at a discount is S&W, in the heart of the garment district at 287 7th Ave.

Museums

If you're looking for a more cultural experience, be sure to take in New York's fabulous museums. Some of the more famous ones are:

The Metropolitan Museum of Art
5th Ave. at 82nd Street;

The Museum of Modern Art
53rd St. between 5th and 6th Aves;

Morgan Library
29 E. 36th Street;

Guggenheim Museum
5th Ave. at 89th Street;

Whitney Museum of American Art
Madison Ave. at 75th Street.

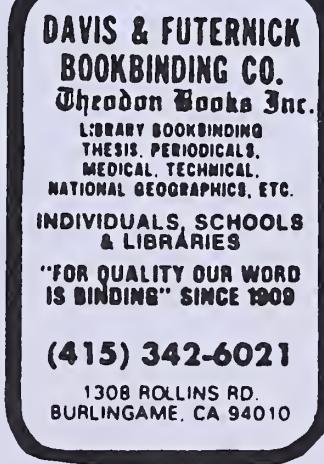
Some of the City's smaller museums include the Museum of Broadcasting, the Cooper-Hewitt Museum (design) and the Frick Museum, an old family mansion with some great Rembrandts.

Entertainment

Of course, you've all heard of Broadway. Perhaps the hottest ticket these days is "The Real Thing" starring Jeremy Irons and Glenn Close and written by Tom Stoppard. "Cats" has been running for a long time. You may be able to get reduced price tickets at the TKTS booth on 47th Street and Broadway. Check with your hotel to learn the best time to arrive at the booth.

Since you will be so close, consider a trip to Radio City Music Hall. Nothing beats a great pair of L'eggs, and if you've never been there, you'll enjoy the experience.

You might also check out what's happening at Lincoln Center. It's there that you'll find the Metropolitan Opera, the Philharmonic, the New York City Ballets and Opera and other special events. Also, don't forget Carnegie Hall. (con't. on p. 12)



Are you one of those people witnessing the flowering of the personal computer all around you, but embarrassed at your lack of knowledge and sophistication about it all? Or are you a seasoned veteran at the control key who takes advantage of opportunities to hear about what others are doing with their micros? I am unfortunately one of the former, but both types were present for the Chapter's spring workshop, "Byte Back with Software: Microcomputers in Libraries." Co-sponsored by the San Andreas Chapter, the April 27th workshop drew over 100 to the Grosvenor Airport Inn in South San Francisco.

Jeanne Nolan of Nolan Information Management Systems, publisher of Micro Software Evaluations, led off the morning session with an overview of microcomputer software applications in libraries and of industry trends in software development, and a discussion of the evaluation process for deciding what software to acquire. What is happening with micro software, she said, can be summed up the the phrase "faster, easier, cheaper, better." As to the evaluation process for software, Nolan stressed one point very strongly: evaluation makes sense only in relation to an assessment of one's own system requirements. She also stressed, as did other workshop speakers, the importance of talking to others using software under evaluation and, if possible, making on-site visits.

The next three speakers addressed more specific topics. Jensa Woo of Golden Gate University spoke on word processing. Having recently made a few fumbling forays on Wordstar, I felt almost like an old hand as she reviewed the basic elements of word processing software. But my sense of mastery was fleeting. Marge Boyd of Intel Corporation next spoke on integrated spreadsheets. The classic application of spreadsheet software is budgeting, but it can be used for all types of statistical reporting and list making. The big advantage to integrated spreadsheet software is its ability to represent data in graphs and pie charts. Marge's discussion of Lotus 1-2-3 software was

straightforward, unintimidating and even entertaining.

Third in this trio of speakers was Diane Rosenberger of the Federal Reserve Bank of San Francisco, who spoke on data base management systems. These have a capacity for data manipulation that is several steps beyond that of word processing and spreadsheets. A data base management system (DBMS) is a system of files. With DBMS software, one sets up a structure for the data to be manipulated, enters the data in designated fields, and selects the report format. The end product can be any number of reports, based on varying selection criteria, arranged in different sequences, with a lot of intervening calculation already done. The price paid for all this flexibility is that DBMS software is considerably more complicated to use.

The next five speakers presented brief case studies of micro software applications in their libraries. Linda Kraemer of McKinsey & Company discussed the use of Lotus 1-2-3 and PFS software in a variety of applications. Melissa Yauk of National Semiconductor Corporation reviewed her experience with the acquisitions and circulation modules of Datatrek's Card Datalog software. Pam Kirkbride of Boston Consulting Group described how she used dBASE-II to create an array of catalogs on her Apple II. Robert Lormand of the Lawrence Livermore National Laboratory then discussed the use of Lotus 1-2-3 for statistical reporting. Cindy Hill, now with Debra Radabaugh Associates, wound up the case studies with a description of how she and her associates at Acurex Corporation used PFS and PFS Report software to create an in-house serials control system. A brief question and answer session concluded the workshop.

All in all, the workshop was an impressive demonstration of what micros and micro software can do for libraries. Automation is no longer the exclusive domain of large and/or generously funded libraries. I came away from the workshop with the conviction that any library with access to a micro, no matter how small the library, would benefit by exploring software applications.

--Ron Heckart

On June 15, 1984, CLASS will offer a half-day workshop on searching the database of the Washington Library Network (WLN).

The WLN database maintains a high standard of quality in cataloging, with all catalog records reviewed by the WLN Bibliographic Maintenance staff, and provides offline printing of authority file lists or bibliographies.

CLASS offers WLN search access to libraries in California. Libraries with search access may send one participant to the workshop at no charge.

To register for this class, call Stacey Forbes at CLASS.

KALEIDOSCOPE

Marylou Pierce of Arthur Andersen & Co. announces her name change to Marylou Fox. She and Richard Fox were married April 21, 1984.

Sally Hambridge and Carol Christensen are now with Intel in Santa Clara. Sally was formerly with Atari, and Carol worked for Catalytica.

--Sharon Hotz

BUSINESS LIBRARIANS MEET

Business librarians in Northern California are starting an informal network to facilitate information sharing. Initial projects include compilation of a directory of business collections listing contact persons, accessibility, and subject strengths. The next meeting will be August 15, 1984, in San Francisco and will be devoted to sharing unusual resources or files. For further information, please contact Pam Handman, Cetus Corporation Library, at (415) 420-3280, or LaVonne Jacobsen, San Francisco State University Library, at (415) 469-1557.

Chevron Research is offering Chemical Abstracts Index, 1917 through 1983. The volumes are bound through 1973; the last ten years are in paper. Contact Deborah Van Wingen at 894-3655.

WANT TO GET INVOLVED?

SLA Committees are a good way to meet your colleagues, to stay professionally active, and to support your professional organization. Committee work is diverse, ranging from the Program and Hospitality Committees which arrange the chapter dinner meetings to the Education Committee which presents two workshops each year to the Bulletin Committee which produces this newsletter to Students Relations, Planning, Publicity, Networking, and more. Chapter Committees are listed on the inside front cover of this issue.

Chapter Committees for the coming year are usually formed over the summer. If you are interested in volunteering for a 1984/85 committee--whether or not you have a particular one in mind--please notify David Lewallen at 874-5178. He will see that your interest is conveyed to the proper person.

Planning Committee. The Committee presented several proposals to the Board for immediate action. These have been reported in the Board minutes in the Bulletin.

A second boon to finances came in the form of new options for the Directory (see p. 2--ed.). Our existing, commercially-produced Directory while an outstanding success in terms of content and aesthetics, was, unfortunately, too great a permanent financial burden for the Chapter. Much to our delight (and relief), the San Andreas Chapter came up with a solution: Louise Addis (at the Stanford Linear Accelerator) is donating her time to input all data for the Directory, which will then be produced using SPIRES. The new Directory (scheduled for distribution around September) offers wonderful down-the-road possibilities including additional indexes and online access.

Among other achievements, we are particularly pleased to note publication of the book, Position Descriptions in Special Libraries, edited by Chapter member Barbara Ivantcho.

My thanks to all of the committees, chairmen and members alike. Reports of your activities have been included as part of the Annual Report to the Chapter Cabinet Chairman. Many of the summaries I received contained valuable suggestions for future operations, and these will be passed on to successors and to the President-Elect. I can't end this without noting what a personally satisfying year it has been for me. It is truly a pleasure to work with so many people who not only have a steady stream of good ideas, but equally important, the energy and will to work at putting them into action.

--Miriam Ciochon

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NCTPG MEETS IN SAN MATEO

The Northern California Technical Processes Group held their annual meeting at the college of San Mateo on April 27th. The topic of the meeting was "Quality Control - Databases - Standards: Issues for Libraries in an Online Environment."

Norman Stevens, University Librarian for the University of Connecticut, spoke on the practical aspects of standards. Quality control in an online catalog means more money has to be spent on personnel. Extra work is dictated by adhering to national standards that do not suit the local standards. Perfection is not possible, and to be accurate, more time is taken in getting the work done. As an administrator, the question has to be asked: Is the cost worth the benefit?

Lois Kershner, Project Director of Peninsula Libraries Automated Network, talked about the creation of a circulation database for 8 main and 22 branch libraries where the libraries had been using OCLC and RLIN. Discrepancies exist between OCLC and RLIN, and the vendor who is converting the records to one centralized master record is unable to merge the OCLC and RLIN records, thus creating duplicates in the database. Agreement on the creation of one master record for each title was established by a joint governing powers agreement.

Ed Glazier, Quality Assurance Specialist for RLG, pointed out that as many as 100 errors in the RLIN database can be reported to his office in a week. RLIN notes the error online as a separate record. The library with the error is notified of the error, but is not required to change its record.

This policy was objected to by Kathryn Page, Systems Coordinator for BALIS. From a reference librarian's point of view, duplicate records in RLIN mean more work for interlibrary loans. Commercial online databases in Dialog and Ordit also present inconsistency in citations.

Anne Lipow, Education Officer for the University of California, Berkeley Research Library, felt that inconsistent service was costly. She cited an article in the Journal of Academic Librarianship (March 1984) entitled, "Computer-based program training for Cataloging Departments," by Sheila Creath, Personnel Director of the University of Michigan.

Structured training in an online environment is essential to consistent retrieval. Ms. Lipow feels that consistent training is more important than strict adherence to standards.

--Elena Herdman

THE CONSULTANT MYSTIQUE

The invariable introduction at SLA meetings is "Who are you with?" I like to say that I am with everyone and no one, that as a consulting librarian I am with myself.

Consulting librarianship is many things to many people. Some consultants only provide on-call research services for their clients. I specialize in organizing and maintaining small libraries for small engineering/research firms. I am also available to my clients to provide research for their projects.

Self-employment can be both taxing and rewarding. It is not all gravy, what with self-employment tax (Social Security) at 12% off the top, but there are nice deductions for employment-related expenses. I like working with a number of different people who represent a diversity of disciplines, and working in different places on a variety of projects is very stimulating.

I most like creating order from a chaos of documents. Creating a numeric classification system tailored to a client's research areas, compiling a subject index of their key words and classifying a small collection can take ten to fifteen days. This includes staff orientation, a library use guide and a "book catalog" containing their numerical classification system outline and key word index.

I encourage clients to consider protecting the investment made in creating order by maintaining it on a modest basis. A 10 to 20% level of service (one day every other week to one day a week) is hardly "middling" for the needs of a small firm.

There are ethical considerations for such service. I do not replace librarians who are regular employees, and I try to avoid large organizations that really need the services of one or more full-time librarians. I believe that consultants should always be honest with clients about their needs but also give them what they want.

"Librarian, sell thyself!" is a difficult proposition. The yellow pages will list you as a library

researcher if you pay the cost of a business line; it may only get you barroom reference questions and students seeking study space on Sundays or during finals. A business card, a brochure and a marketing program are important. Most important is stressing the cost-effectiveness of order in information resources.

Participation in professional organizations of many disciplines also helps. Writing about libraries for local newsletters benefits the libraries and reminds readers of the consultant's availability.

I have always depended upon the kindness of librarians. My special thanks to the staffs of my life: SFPL, EPA, UC Berkeley and the many other fine Bay Area libraries that have so kindly given me help.

--Keith J. Anderson

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HOW OTHERS SEE US

In scanning the September 1983 issue of Datamation, I was pleasantly surprised to find an article by Michael Koeing, Dean of the School of Library Service, Columbia University, entitled: "Librarians: the Untapped Resource." The article stated that librarians are qualified to act as data administration analysts, whose skills are: 1) determining what the customers' information needs are, 2) making optimal use of the data dictionary/directory and 3) adequate knowledge of data processing operations.

Librarians are user oriented, skilled in the reference interview, skilled in vocabulary control and standardization in online data bases for information retrieval, and have learned about software, telecommunications and hardware in library applications.

So, tickled by this article and hoping to find more articles on librarians in non-library journals and newspapers, I did a literature search in Dialog Files 275 (Computer Database), 15 (ABI/Inform) and 111 (National Newspaper Index). I limited the search to 1983 and 1984. I turned up articles on librarians as records managers (Records Management Quarterly), library applications in both the mainframe and microcomputer environments (Computerworld, PC, Popular Computing) and online searching and library information services (Economic Review--FRB, Atlanta, Personal Computing and Wall Street Journal).

In the April 23, 1984, issue of the San Francisco Chronicle, Jon Carroll interviewed Georgia Finnigan of the Information Store and Larry Marks of Info/Search. Unfortunately, the article did not present special librarians as professionals able to keep up with the information explosion. The opening paragraph begins: "In the old days, if you wanted a question answered you went to a building where a lot of books were kept and looked it up yourself, sometimes with the kindly help of a person called a librarian." The

article goes on to extol the virtues of information brokers as able to keep up with the information explosion. The article does mention, thanks to Larry Marks, that there are 300 special librarians in the Bay Area, both public and private. Marks estimates that 95% of all information is public.

It is interesting to compare this with an article from WSJ, 9/26/83, entitled: "As Information Swells, Firms Open Libraries." This article mentions that the nation's 1000 or so largest companies spend \$20,000 to \$25,000 for database services. It describes librarians as "information managers." Barbie Keiser, Penn Central Corporation's librarian, is quoted as saying that her job is to "know what's out there, how to get it at a reasonable cost and when to shut it off." Yea, Barbie! How about a plug in non-library journals for the information management skills of special librarians?

To read what's currently being said, here's a start:

LIBRARIANS AS DATABASE MANAGERS:
Koeing, Michael E.D. "Librarians: the Untapped Resource," (Datamation, Sept. 1983, p.243-44).

LIBRARIANS AS INFORMATION MANAGERS:
Roberts, Johnnie L. "As Information Swells, Firms Open Libraries," (WSJ, Sept. 26, 1983, p.31).

LIBRARIANS AS RECORDS MANAGERS:
Cargill, J. "A Librarian's Perspective on Records Management," (Records Management Quarterly, Jan. 1983, p. 8-12, 32).

LIBRARY AUTOMATION:
"City's DP Center, Library Join in Automation," (Computerworld, Aug. 29, 1983, p. SR23,26) Circulation system; "College Libraries Weigh Online Advantages," (Popular Computing, Feb. 1983, p. 18) Online catalog and circulation system; Gillin, P. "Firm Makes 'Ideal' Choice after PL/I," (Computerworld, Jan. 9, 1984, p.4) Faxon Serials Management Program;

(continued on p. 13)

PROFILE: TWO SLA HALL OF FAME MEMBERS

The profile column this issue is devoted to our two chapter members who are members of the SLA Hall of Fame, Alleen Thompson and Helen Waldron. What comes through in talking to both is that retirement can be an enriching and rewarding period of one's life, as well as an extremely busy one.

Before retirement, Alleen Thompson had been Manager of the Technical Library of General Electric's Nuclear Business Operations. She started the library and ran it for over twenty-five years. Alleen retired in mid-1981 and "loves it". A good part of her time has been spent traveling. She makes two trips a year to Maine for 4-6 weeks at a time, and took a five-week trip to China last year. And she is eagerly planning to attend the 75th SLA Annual Conference in New York this June as it will provide the opportunity to see many friends, past Presidents, and Hall of Fame members.

In addition to traveling, Alleen has worked part-time this year and in 1983 at General Electric in the Classified Document Area for a project that will soon be finished. She was also chairperson of the Nominating Committee for the San Andreas Chapter "one and a half" times. Of the two priorities she had upon retirement--cleaning closets and reading old New Yorkers--she says she's had no time for either. Simply put, she would "heartily recommend" retirement.

Helen Waldron has been equally busy since retiring four years ago (in April 1980) from her five-year post as Head Cataloger at the U.S. Naval Postgraduate School's Dudley Knox Library. She too has spent a good deal of time traveling to Switzerland, Austria, the Caribbean, New Mexico to see the ruins, and Baja for whalewatching.

However, she also has an impressive list of other activities. For two years she served as the special libraries' representative on the state commission charged with developing a Plan for Libraries in the 1980's. After working on the Plan's

original design, she resigned when it reached the implementation stage. Helen is currently one of five members of the Pacific Grove Library Board, having been appointed in 1982 for a four-year term. She also has attended classes at a local community college and serves as a docent at the Point Lobos State Reserve located four miles south of Carmel.

--Fran Brunet

CHAPTER ELECTION RESULTS

The Elections Committee is pleased to announce the results of the recent Chapter election. The following members will serve on the Board for 1984/1985:

Angela Brunton, Vice President and President-Elect

Camille Wanat, Secretary

Jensa Woo, Director

--Betty Jo Hardison
Elections Chair

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Restaurants

Although I haven't lived in New York for some time, I have checked with my sources to find out where the "hot" places are to eat. I can't take the credit or blame for any of these! Remember that New York is Pricey by San Francisco standards, but you might try some holes in the wall. If you look around hard enough and are adventurous, you can get a good dinner at a reasonable price. Cabana Carioca, a Brazilian restaurant at 123 W. 45th St., is one of my favorites in this category.

Tex-Mex is supposed to be the hot ticket in New York these days. If you'd like to try the East Coast version of this food, consider Juanita's at 75th and 3rd or Rio Grande at 38th and 3rd.

For expensive and elegant dining, try Lutece (still the French restaurant in New York, but watch out--the prices are exorbitant) or Le Cheval Blanc at 145 E. 45th.

The biggest "in" place these days (also tres expensive) is the Hard Rock Cafe, co-owned by Dan Ackroyd. Sounds like a place to see beautiful people.

Other things to do

Take the Staten Island Ferry. It's really a great way to see the skyline. The Statue of Liberty is also a great trip. And you might consider a drink at Windows on the World high atop the World Trade Center. Also, if you're flying TWA, ask for their booklet on things to do in New York.

One final note: it is reasonably safe to walk around at night in groups, but consider taking cabs. Since most of you will be in a central midtown location, cabs should be affordable, particularly if there are several of you and you consider that bus fare is now 90 cents.

I could go on and on. I will be thinking of all of you while you are enjoying my home town. Please call me when you get back. Baby Kraemer is due the first week in July and would love to hear your stories of New York.

--Linda Kraemer

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HOW OTHERS... (from p. 10)

LIBRARY AUTOMATION (con't):

"Libraries check our COM," (IMC Journal, July-Sept., 1983, p. 38-39) Los Angeles Public Library COM;

"Library Use Up 10% with On-Line System," (Computerworld, Jan. 30, 1984, p. 68SR) University of Wisconsin, Stout, online integrated circulation, catalog and acquisition system;

Riley, J. "Computers in the Library," (T H E Journal, Nov. 1983, p. 123-24)

Varied applications from Dialog searching to library management;

Rosenberg, V. "Library Automation

Reaches Out to the PC," (PC; independent guide to IBM personal computers, Nov. 1983, p. 509-10, 12) Using IBM PCs to produce catalog cards;

"UW Library Testing On-line Card Catalog," (Computerworld, Nov. 14, 1983, p. 44) University of Wisconsin, Madison, online catalog.

ONLINE SEARCHING:

Hewes, J. J. "Dialog: the Ultimate online library," (PC World, Sept. 1983, p. 74-88);

Zorley, C. "Dialing into databases," (Personal computing, Dec. 1983, p. 135-37, 39).

--Elena Herdman

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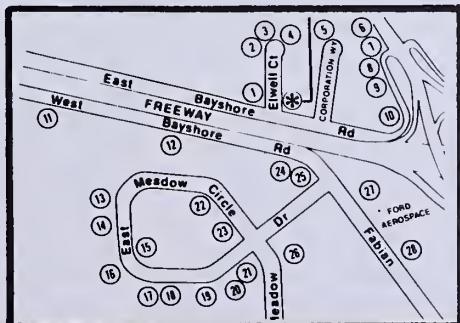
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ARMA/SLA JOINT MEETING

On Tuesday, March 20, SLA held a joint meeting with ARMA at Restaurant Nakamura on Pier 39. The Japanese teppan style dinner was tasty and entertaining (notwithstanding Miriam Ciochon's near miss from a flying seasoning shaker). The meeting that followed featured three speakers who discussed disaster planning and handling.

Bill O'Callahan of the American Red Cross described what we can expect during the next earthquake: floods, fires, gas leaks, deaths. His message was, "Be prepared!" (As an example, his organization is hanging onto their manual typewriters in anticipation of no electricity.) The Red Cross periodically offers workshops in disaster preparedness for corporations. Contact them for more information.

Natalia Corres of Fireman's Fund Insurance discussed how her organization recovered when the San Rafael Canal backed up into their records center. Microfilm was simply washed in water and dried (on the non-emulsion side) with lint-free gloves. It was then ready to be rewound and used. The paper records were freeze dried to prevent them from rotting. Although it cost \$50,000 to save 5,000 boxes, preserving the contents has since saved them as much as \$10,000 on several occasions.

Finally, Bill Ellenberg discussed the PCB spill that Del Monte Corporation experienced last year. His micrographics group was able to

rent and purchase equipment to continue its operation; the computer department was able to use auxiliary computers. While his company resumed operations in a relatively short time (in spite of not having a comprehensive disaster plan), his concern is that the employees feel that, since they experienced this disaster, odds are they're not "scheduled" for another one soon. This feeling exists although they still have not been able to return to a couple of floors in the building.

For the third time that evening, the message was to Be Prepared. ARE YOU?

--Mary Wawrzynek

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Book Review

The Change Masters: Innovations for Productivity in the American Corporation, by Rosabeth Moss Kanter. Simon and Schuster, 1983. \$19.95.

"Change can be either friend or foe," according to Yale professor Rosabeth Moss Kanter. The "change masters" are those people and organizations adept at the art of anticipating the need for productive change, and capable of leading it. They come from all levels of the organization, especially in a corporate structure where lateral and bottom-top communication is encouraged. This book, which follows the well-known Men and Women of the Corporation, is the result of several years' research, including interviews with executives and managers at many leading companies. These include high-tech firms like Hewlett-Packard and "Chipco" (a pseudonym) that are widely recognized as innovators and traditional industrial firms, insurance companies, and utilities, where change is often slow. Kanter directed a team documenting and analyzing planned organizational change in six firms which become case studies in the book.

Two styles are prevalent in organizations. One is "integrative," combining ideas from many sources, taking small problems as the nucleus for larger changes, relying on teamwork to solve problems. It's found in a relatively small number of companies, often recently formed. The other approach is "segmental"--anti-change--and tends to keep actions and problems narrowly compartmentalized. Large, segmented companies isolate the working of one department from another, labor from management, and even men from women. Change is imposed from the top down, meeting with resistance from below.

Adaptation and change are always necessary ingredients of business enterprise, but at no time more so than now, when foreign competition and technology combined with hide-bound thinking and inertia have paralyzed many of our basic industries. Innovation is a matter

not only of technological know-how but also of new ways of working. That technological and organizational innovations occur in the same place and time should be no surprise. But it does not bode well for corporate dinosaurs. Turning around a large organization is difficult. Kanter, working with General Motors, notes that it is in some ways two companies, one large and moribund, the other new and vital. The question is, How well will traditional companies succeed in remaking themselves: will change come soon enough?

Professor Kanter brings to The Change Masters a combination of intellectual rigor and evangelical fervor to spread the message of innovation. One may suspect that her conclusions about what works and doesn't in American corporations were largely formed before the research was begun. But that does not necessarily invalidate them. As she says, "If America is to build on its past competitive strengths and to secure a better future for itself, innovation...is a necessity, not because it produces more profits, but because it alone ensures our survival." Entrepreneurship and imagination require more flexibility than our major corporations are accustomed to. Drama and excitement are to be found at companies that innovate, but not those that run like machines. If a "corporate renaissance" is to happen, it must come from the transformation of giants.

--Jay Smith

Calendar

MAY 1984

28-30 Medical Library Association
Conference, Denver, Co.

JUNE 1984

1-2 San Jose State University, Division of Library
Science, "Business Reference Sources,"
Wahlquist Library North, Rm. 610, San Jose.
Contact: Division of Library Science,
408/277-2292 or Terry Crowley, 408/277-2271.

4 RLIN Annual Meeting, Red Lion Inn
San Jose, CA. Contact: CLASS
(408)289-1756.

4-8 The National Library of Medicine, "NLM
Initial Online Training," UCB Library School,
Berkeley. Contact: MEDLARS Management,
National Library of Medicine, 800/638-8480.

6 Predicasts Inc., "PTS Training Seminar,"
San Francisco, Contact: Seminar Dept.,
Predicasts Inc., 11001 Cedar Ave.,
Cleveland, OH 44106, 800/321-6388.

7 Predicasts Inc., "PTS Update Seminar,"
San Francisco. Contact: See June 6 listing.

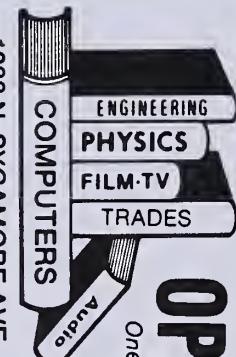
8 CLASS, "RLIN Search Only Workshop," San Jose.
Contact: CLASS, 1415 Koll Circle, Suite 101,
San Jose, CA 95112, 408/289-1756.

8-9 San Jose State University, Division of Library Science,
"U.S. Documents," Wahlquist Library North, Rm. 610,
San Jose. Contact: See June 1-2 listing.

9-14 SLA 75th Anniversary Conference, "Information in the
Electronic Revolution," New York Hilton/Sheraton
Centre, New York City. Contact: Special Libraries
Association, 235 Park Avenue South, New York,
NY 10003.

15 CLASS, "RLIN Search Only Workshop.," San Jose.
Contact: See June 8 listing.

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